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EXECUTIVE SUMMARY

- Senior Executive / Product Management & Marketing professional with 25 years of experience in both healthcare and technology, in both early stage startup and large corporations
- Achieved 6 and 7 figure valuation goals for 3 early stage companies by incubating new products and optimizing product strategy, development and operations. (hCentive, Wellzone, AcuStream)
- Experience as Vice President leading program and product management over large, complex, high volume products & applications at AOL, Network Solutions and hCentive, 2000 – 2016
- Director over development of product which earned the 2009 Best Portal Award for LinkTogether and 2010 Innovation Award for TransferMe (Network Solutions)
- Led product, engineering and marketing for leading edge healthcare industry applications
- Possesses exceptional technical, operations, creative and leadership skills
- Excellent B2B & B2C facing skills, championing strong customer relationships, uncovering needs, negotiating, proposing new products and solutions and business development
- Guides business growth and development of world-class consumer products and online experiences. Engaging and decisive leader with expertise in managing multiple efforts simultaneously
- Collaborates with peers and cross-functional business partners in areas such as product strategy, technology architecture and development and internal/external client support.
- Conducts ROI, NPV, WACC, ProForma, Equity outlines and financial statement analysis to support various business decisions and has raised over \$4M for seed and Series A funding
- Highly professional team player with excellent problem solving, decision making and communication skills.

CORE COMPETENCIES

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|---------------------------|----------------------|------------------------|
| • Product Development | • Product Launch | • SDLC and PMLC |
| • Product Marketing | • Program Management | • CMMI and ITIL |
| • Agile Development | • LAMP Architecture | • Strategy Development |
| • Venture Capital Funding | • P&L Ownership | • Business Development |
| • Business Modeling | • Change Management | • Revenue Growth |

TECHNICAL KNOWLEDGE

- Java, JavaScript, JSP, Spring, Hibernate, Apache, JBoss, Linux, Unix, SOA, JQuery, ASP.NET, HTML5/CSS, PHP, MySQL, NOSQL, MongoDB, Objective C, Drupal
- Adobe Suite, Dreamweaver, Balsamiq, Photoshop, Fireworks, Adobe Illustrator, Ionic Cross-Platform
- JIRA, Altassian, Rally, Clarity, Team Track, Knowledge-Link

CERTIFICATIONS

- Agile Product Manager and Scrum Master from by AIPMM by Kaplan, 2007
- CMMI Level 3 and ITIL Trained (Software Development and Process Improvement) by Learning Tree, 2013
- Project Management Professional by PMI, 2002
- Adobe Certified Expert (ACE) by Adobe, 2004

WORK EXPERIENCE

General Atlantic, Washington, DC and New York
Various titles within portfolio

2010-2017

hCentive, Reston, VA
Vice President of Product

June 2014 – March 2017

With GA's goal to position hCentive for a 9 figure valuation in 3 years, managed portfolio of health insurance and plan management products with revenues of over \$60M annually, including the company's flagship product, Exchange Manager, an enrollment effectuation engine, which successfully processed 25% of all enrollments under the Affordable Care Act.

- **Leadership:** Directly managed a team of product managers as well as a cross-functional product team to support an aggressive 3 year road map, consolidating from 6 to 4 products, several buy/build analysis to eliminate expensive development efforts in favor of low cost software buys and optimization of Jira as a full cycle product management tool.
- **Incubation:** Specified, developed, and launched the first enrollment effectuation engine product for hCentive, supporting over 15 well-known health plans, successfully processing over 8M enrollments complying with strict HIPAA, CMS and other leading regulatory agencies.
- **Revenue and Market Share Growth:** Retooled product suite and doubled client base, growing Exchange Manager product revenue from \$8M to \$20M in 3 years, market share from 20% to 40% and client count from 8 to 15, requiring operational reorg of production support, product marketing and training.
- **Increasing Valuation:** To achieve valuation expectations, developed 2 additional products to fill a \$40M revenue gap, recruiting 3 new strategic partners, led all efforts to improve Customer Satisfaction scores from C to A level.
- **Success:** Meeting General Atlantic's exit value expectations, hCentive products were acquired and split between a large health plan and the US Government in early 2017.

GoodChime, Inc., McLean, VA
GM / Head of Product & Marketing

October 2010 to June 2014

Successfully built all operations from the ground up for exciting celebrity-consumer health portal including software development, patent submission, marketing, VC funding, customer support, recruitment and operations.

- **Fund Raising and Planning:** Successfully raised \$4.1M for seed and Series A, presenting to personal network of VCs and private investors and developed Go-To-Market plan, formal business model and all investor collateral.
- **Partnerships:** Negotiated and directed development agreement, celebrity contracts and media partnerships with worldwide vendors and partners, including Tata and JWT in India, High10 PR in New York, Creative Artists Agency and WME in Los Angeles.
- **Development:** Incubated and directed all product requirements, development and testing for both web portal and mobile software and API driven hardware solutions with FitBit, Nike Fuelband and Misfit, utilizing offshore development teams in Manila, India and South America.
- **Success:** Software IP of platform reportedly acquired in 2014.

(cont)

**General Atlantic, Washington, DC and New York
Various Titles within portfolio**

2010-2017

**Acustream
Vice President of Product and Marketing**

February 2010 – October 2010

Dedicated for 8 months to reposition company IP for quick acquisition, led all product management, software development and marketing efforts for fast paced B2B hospital billing revenue startup with the goal of quick acquisition.

- **Development Transformation:** Led the transition from a slow PERL-based algorithm to a fast R-Based algorithm for crosswalking CPT/ICD data; including all software development from a high-cost U.S. enterprise provider to a low-cost solution outsourced through India and Manila.
- **Marketing:** Directed all marketing to support the first product launch, including website redesign, fact sheet, pitch video, social media campaign, trade show creative and radio spots. Acted as the lead spokesperson and product evangelist; speaking engagements at MGMA, AMGA and HIMSS.
- **Success:** Software IP of platform successfully acquired in 2012.

**General Atlantic, Washington, DC and New York
Incubation Consultant**

2010-2017

OurNewTime (2017): Successfully raised funds to incubate an online portal for the 55+ community, focusing on social networking and volunteer opportunities in local communities; completed business model, go-to-market plan, equity model, feature/benefit/market segmentation analysis, MVP mobile application and website.

ProEventa (2017): Successfully raised \$1M to incubate a K-12 SaaS/mobile curriculum tool for parents with children on the autism spectrum; completed business model, go-to-market plan, equity model, feature/benefit/market segmentation analysis, MVP mobile application and website.

AADHAAR (2010): Worked with India and French governments to support the nonprofit AADHAAR Mobile program, managing the software development for the first tablet based record collection program to provide healthcare to rural Indian citizens.

Water Utilities Corporation (2010): Successfully raised \$250K to incubate a well water cleaning device; formalized patent submission, completed business model, go-to-market plan, equity model, feature/benefit/market segmentation analysis, MVP mobile application and website.

FastSmart (2010): Took a CEO's vision to create an educational content community for consumers, managing all software development, marketing and business modeling to support the incubation of the business and the launch of the beta, successfully using Kickstarter to obtain 6 figure funding. Presented company vision and structure to VCs and private investors through multiple rounds of funding. Absorbed into GetAbstract offering in 2013.

Network Solutions, Herndon, VA
Director of Product Management

2005–2010

Effectively directed a matrixed team of 10-100 to support the design, development, launch, and marketing of the design, ecommerce and online marketing products that were judged best in class.

- Owned the process of creating a product and SDLC roadmap for the company during a period of rapid growth amid a drastic reduction in force, launching first product using XP, SCRUM, and Agile Modeling
- Directed a team of 6 dedicated Product Managers to develop all technical requirements, user experience design and financial models to support both the product and software development lifecycle for the design, ecommerce and online marketing product lines.
- In a matrix environment, worked in parallel with engineering on all development, QA and technical deployment; also worked with customer support and sales, directed all direct collateral and call center scripting to successfully deploy the products, generating \$60M in their first year
- Directed a team of 20 dedicated software developers, designers, product marketing and operations professionals to support the launch of a social community connecting small businesses with local and offshore developers on small and large website design projects
- Launched product with Agile in only 12 weeks, managing all daily SCRUM activities, user stories, QA and website content and positioning development
- Led the creation of the flanker brand including incorporation, logo and trademark registration, patent submission and legal agreements with all third parties
- Developed the new business unit from zero to more than \$60M in annual sales, achieving year-over-year increases of approximately 60% annually during 2007 and 2008
- Received the 2009 Best Portal Award for LinkTogether (<http://www.webaward.org/winner.asp?eid=13040>) and 2010 Innovation Award for TransferMe.

Time Warner / American Online, Dulles & Herndon, VA
Director of Business Planning & Strategy

2000–2005

Defined new strategy-development and business-modeling processes that were applied across six business units in the AOL Commerce Division. Assumed full P&L responsibility for operations and managed the transition from a proprietary subscriber network to an open network for AOL.com.

- Defined new strategy-development and business-modeling processes that were applied across six business units in the AOL Commerce Division
- Assumed full P&L responsibility for operations and managed the transition from a proprietary subscriber network to an open network for AOL.com
- Put in place a product-management process that included a full life cycle management process and created programs, policies, and procedures for cash-in revenue tracking, a new practice at AOL
- Led cross-functional teams that created programs to increase Travel Department revenues by 30% in 2003 and Auto Department revenues by 17% in the same year
- Worked with retained consultants and market analysts to measure performance against commitment for 95 initiatives across 11 business groups.

**CareerBuilder, Reston, VA
Product Manager**

1998-2000

As a founding hire for one of the first and still active online job boards, managed all software development and marketing in this well-known startup.

- As hire #10, managed all software development for the beta and first public release
- Then managed all marketing and sales efforts to take the company to IPO in only 18 months
- Managed creation, organization, pricing structure, sales configuration, and implementation of the first product
- Managed all advertising appearing on CareerBuilder Network of over 30 different sites including careerbuilder.com, MSN, Bloomberg, NBC, Business Week, and USA Today
- Designed, implemented, and evaluated training, educational, and collateral materials for providers of CareerBuilder services
- Led strategic planning for development of further applications and adaptations for clients.

**TMP Advertising Agency, McLean, VA (acquired)
Media Planner**

1996–1998

**Internex Communications Web Design, Washington, DC (acquired by MCI)
Founder**

1993–1996

EDUCATION

- M.B.A., Information Technology, University of Maryland, College Park, MD
- B.S., Business Administration, Frostburg State University, Frostburg, MD
- Coursera
 - Certification: Developing Innovative Ideas for New Companies Grade 4.0, 2012
 - Certification: Surviving Disruptive Technologies, 2012
 - Machine Learning Foundations: A Case Study Approach Field Of Study Computer Programming, 2016

PUBLIC SPEAKING EVENTS OR PROFESSIONAL APPEARANCES

- *"Are you Prepared? Connecting and Selling on Multiple Exchanges,"* AHIP Ops/Tech 2014, November 18, 2014, Phoenix, AZ
- *"Big Data, Wearables and Consumer Engagement,"* Health Datapalooza , June 3-4 2013, Washington, DC
- *Big Data Meets Real [time] People,* Health 2.0 Annual Fall Conference, October 7-10, 2012, San Francisco

PATENTS

- *Method to recommend relevant health related products based on an analysis of customer demographic profiles and participation in exercise activities against US healthcare data and additional third party data.* Patent date Issued May 9, 2014
- *Method to identify missing procedures based on consumption and analysis of ICD X and CPT crosswalks.* Patent date Filed Jan 6, 2011

TECHNICAL EXPERIENCE

FRONT END DESIGN AND PROGRAMMING

Have either led team or personally developed:

- SaaS and PaaS products in LAMP (Linux, Apache, MySQL, PHP) using JSP, Spring, Hibernate
- Responsive/HTML 5 Responsive Website and Mobile Applications using the Ionic Platform
- Adobe Dreamweaver and JavaScript with emphasis on usability, visual appeal, and cross browser functionality.
- Using Balsamiq, Photoshop, Fireworks and Adobe, developed wireframes, Web UI mockups and codes implementation to support front-end development with other developers / programmers.

PRINT DESIGN AND PRODUCTION

- Create and design promotional and informative materials using Adobe Illustrator and InDesign including logos, online banner advertisements, press releases, brochures, slideshows, presentations and e-mail newsletters.
- Graphic design and creation of vector and bitmap logos, images for web, and graphics for print. Basic printing knowledge including DPI, RGB, CMYK, bleeds, crop marks, spot printing and paper weights.

MARKETING HUB, GOOGLE AND SEO

- Directly managed interactive multi platform marketing campaign using Marketo, including Digital Ads, Predictive Content, Lead Scoring, Segmenting, Search Engine Optimization, Email, Landing Pages and Forms, Social Marketing, Events and Webinars, A/B Testing, Salesforce CRM Integration, Campaign Dashboards and Reports and Marketing Calendars
- Conducted, launched and optimized PPC and Placement Targeting campaigns on Google, Bing & Yahoo.
- Utilized Unbounce to test and optimize landing pages relevancy to match keywords in Adwords campaigns and raise Quality Score.
- Reporting and optimization with or Google Analytics (A/B testing) to maximize leads in a defined budget.

PRODUCT MANAGEMENT

- Managed the incubation of 10 products at 4 organizations, requiring market problem identification, market differentiation, distribution strategy, pricing, business plans, competitive analysis, requirements, use case scenarios and KPI development.
- Managed organization, development and deployment in both Waterfall and Agile, handling all Scrum Master duties including agile facilitation, reporting, and coaching, Stand Ups, Backlog grooming, retrospectives, SDLC, deploying with Clarity, Team track and Knowledge-Link internal systems.

MOBILE APPLICATION DEVELOPMENT

Have either led team or personally developed:

- 6 iOS mobile applications, 4 Android applications
- GoodChime Mobile App in iOS using a REST backend API connected to a MongoDB database that powered a number of real time connections including Nike Fuelband, FitBit, Jawbone Up, Motorola MOTOACTV and Wearable Misfits devices.
- Network Solutions Storm App using Objective C and and NOSQL backend to enable users to search and register for unique domain names.
- hCentive Enrollment Application using Ionic Framework enabling a single code base to support cross platform/multi device applications

FINANCIAL MANAGEMENT

To support Proforma, Corporate M&A, Fundraising presentations and executive modeling concerns,

- Conducted ROI, NPV, WACC, and Financial statement analysis to support various business decisions.
- Consolidated financial budget information from various departments into a single document for Venture Capital Review including investor portal creation, financial models and electronic dashboards.
- Developed and maintained data models as required for forecasting including sales revenue forecasting and budget preparation.