

WARREN SMITH

PRODUCT EXECUTIVE

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OBJECTIVE AND CORE COMPETENCIES

Strong strategic thinker with unparalleled product experience and a track record of managing complex product lines while achieving financial results interested in a **product leadership** role with a growing company in the healthcare or B2B2C technology market looking to lead innovation, capture market share and exceed revenue targets.

- Product Management and Roadmapping
- Agile Deployments and Optimization
- Product Marketing and Pricing
- SaaS, PaaS and IaaS Development
- Project & Program Management
- Full P&L Budgeting, Planning & Forecasting
- Business Analytics, Reporting and Dashboards
- Expertise interpreting latest market trends
- Go-To-Market and Customer Acquisition Plans
- Customer and Market Research

PROFESSIONAL QUALIFICATIONS

Vice President
General Atlantic, Inc.

October 2009 – Present
Washington, DC and New York, New York

Working with the leading global equity firm with assets of \$41.6B, provide product leadership for 4 companies in their early venture healthcare portfolio, incubating and bringing to market new ideas or transforming companies for success. From funding to fast software prototyping to viral marketing campaigns to organizational change management, I develop business plans and road maps, led SaaS development teams and authored patents, and implemented robust go-to-market plans.

- *Tiatros*: (2017-present) Acting as the *Vice President of Product and Marketing*, lead all efforts to bring online PaaS/SaaS Cognitive Therapy solution to market, managing offshore development team to integrate IBM's Watson suite of products, greatly differentiating product. Also manage all corporate web design, B2C marketing acquisition plans, channel sales strategy and go-to-market planning. Company currently seeking funding to support long term plans.
- *hCentive*: (2013-2017) Dedicated for 3 years, worked as the *Vice President of Product and Marketing*, led overhaul of flagship product to reach market parity, launched 2 additional products to fill revenue gap and utilized Marketo to support an integrated B2B multi-channel marketing and communications strategy, resulting in revenue growth from \$8M to \$20M in 3 years, market share from 20% to 40% and client count from 8 to 15. Company IP was sold at target valuation in 2017.
- *WellZone*: (2010-2013) Dedicated for 3 years, working as *VP of Product*, incubated a consumer facing health community, authored a big data patent, developed 3 mobile applications with 3 wearable device providers, grew team to 25 employees and took company to revenue with over 250,000 users. Meeting General Atlantic's expectations, company IP was acquired in 2014.

Director of Product Management
Network Solutions (now Web.com)

October 2005 – February 2010
 Herndon, Virginia

Effectively directed a matrixed team to incubate and launch 3 new products: *design, ecommerce and online marketing*, growing overall revenue from \$100M to \$300M in only 4 years while reducing headcount from 700 to 300. During my tenure, company was acquired and sold by General Atlantic.

- **Business Owner:** Acted as business owner for \$30M P&L product suite with aggressive 40% year over year revenue growth, owned all buy/build decisions and resulting technical integrations with three different acquisitions.
- **Product 101:** Directly managed team of 10 including product managers, business analysts and product marketing resources to support 3-year road map, including all requirements, persona development and UI/UX redesigns. Co-managed all delivery, leading all Agile/Scrum cross-training between engineering and marketing.
- **Awards:** Received the 2009 Best Portal Award for LinkTogether (Network Solutions) (<http://www.webaward.org/winner.asp?eid=13040>) and 2010 Innovation Award for TransferMe.

Director of Market Strategy
AOL, Inc.(now Oath)

February 2000 – October 2005
 Dulles, Virginia

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.

- **Reducing Conflicts:** Ideated and implemented a product-management process that included a full life cycle management reporting process and created programs, policies, and procedures for cash-in revenue tracking, a new practice to reduce duplicate product efforts and monitor cash flow.
- **Revenue Generating Strategies:** Led cross-functional teams that created programs to monetize a struggling shopping destination and increase Travel Department revenues by 30% and Auto Department revenues by 17%.
- **Vendor Management:** Collaborated with leading design firms (Frog and Blast Radius), retained consultants and market analysts to measure performance against commitment for 95 initiatives across 11 business groups.

Product Manager, Careerbuilder, Inc.
Media Planner, TMP Worldwide
Founder, Internex Communications

October 1998 – February 2000
 June 1996 – October 1998
 May 1993 – June 1996

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- Masters of Business Administration, Info. Technology – *University of Maryland* – December 2001
- Bachelors of Science, Business Management – *Frostburg State University* – May 1995
- *Product:* Agile Product Manager (AIPMM), Scrum Master (Certified), CMMI Level 3 Certified, ITIL Trained, Scrum, Sprints, Use Cases
- *Technical:* Managed development teams working on .NET, LAMP, AJAX, OBJECTIVE C, HTML 5, and JAVA, as well as MYSQL, Hadoop MapReduce and MongoDB