

# JOE SMITH

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SENIOR VICE PRESIDENT | GENERAL MANAGEMENT EXECUTIVE | MARKETING AND SALES

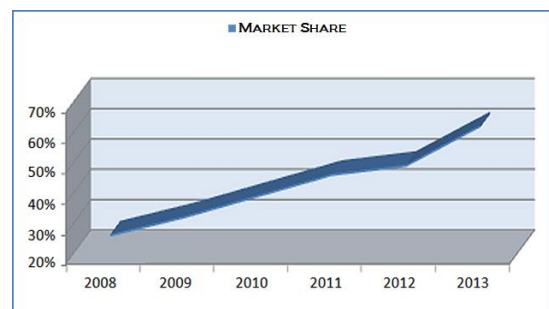
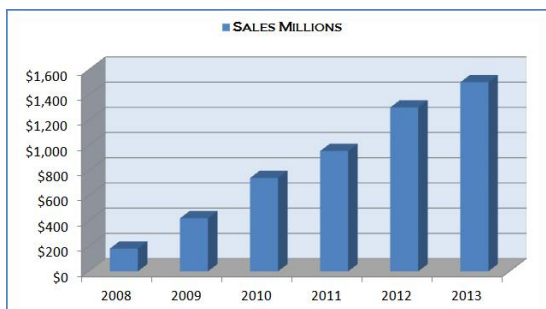
## *Visionary Leader and Influencer in Global Retail and Digital Operations*

Top-producing multi-lingual senior executive with expertise leading high-performance teams to record-breaking revenues and market growth within rapidly evolving market conditions. Renowned as a high-energy and resilient leader enabling teams to out-perform industry peers. Targeting multi-billion dollar, high-growth enterprises with a complementary mandate of social and community development. Grew sales for Latin America from **\$180M** to **\$1.5B** in five years.

### EXPLOSIVE MARKET GROWTH FUELING DEMAND FOR SUPERIOR FLAGSHIP BRANDS

- Financial Acumen/Analytics
- Revenue Growth Strategies
- Digital/Social Media Design
- Business Development
- Cross-Cultural Relationship Building
- Trust-Based Relationship Building
- Organizational Transformation
- Marketing and Sales Expertise
- Leadership Development
- Retail Experience Design
- Supply Chain Management
- Operations Management

### EXPONENTIAL GROWTH IN SALES AND MARKET SHARE



### BRAND GROWTH 2008 - 2013

Brand Awareness: 57% → 72% Advocacy: 45% → 64% Social Engagement: 8 → 34% Purchase Consideration: 36% → 62%

### PROFESSIONAL EXPERIENCE

VICE PRESIDENT & GENERAL MANAGER

2008 – PRESENT

VACON COMPUTER ENTERTAINMENT AMERICA LLC (VCEA), LATIN AMERICA, MOUNTAIN VIEW, CA

HOME OF PLAYSOURCE WITH \$6.5B SALES AND 1600 EMPLOYEES. HIRED INTO THIS ROLE TO LAUNCH THE PLAYSOURCE IN LATIN AMERICA. DEVELOPED OPERATIONS, SALES AND MARKETING INFRASTRUCTURE FOR THE SUCCESSFUL LAUNCH ACROSS 15 COUNTRIES IN THE REGION.

- Achieved \$1.5B in retail sales and 38% YOY Growth and #1 market share in 18 countries in first 4 months. Hired, trained and mentored high-performing teams in sales, marketing and operations.
  - Spearheaded risk mitigation initiatives for the Latin American market that were subsequently adopted as case studies across six divisions.
  - Positioned the PlaySource creative team to lead the re-design of 42 stores in Latin America resulting in global best practices adopted by 50,000 employees worldwide.
  - Led global executive team to develop the operational infrastructure to maintain a profitable supply chain while delivering best-in-class customer experience.
  - Delivered market-leading results through targeted media campaigns, aided by an innovative and culturally relevant communication structure supporting PlaySource's brand expansion.
  - Grew Facebook followers from 800K TO 13M with the highest engagement rate (4.5%) of any brand in Latin America, including Nike, Coke and Apple.
- (Continued)

**SENIOR VICE PRESIDENT, GLOBAL MARKETING & SALES**

2003 – 2008

FORTEC AND A-TEC ELECTRONICS, ATLANTA, GA, A PRIVATE START-UP COMPANY

*Developed and manufactured accessories for video game platforms for Xbox, PlayStation and Nintendo.*

- Drove 46% increase in sales in 12 months. Grew the company from #5 to #1 market share in two years through vital retail partnerships.
- Increased revenues from \$5M in 2003 to \$60M in 2008 and ranked #1 in third-party video game accessory brands.
- Improved unaided brand awareness results from 22% to 54% in two years.
- Grew key accounts from two to 23 in two years entering major European markets.
- Created licensing strategy with Lucas Licensing (*Star Wars*), Apple, Electronic Arts, Xbox, Nintendo, Nokia, WWE, Nickelodeon and others.

**MANAGING DIRECTOR AND FOUNDER**

2002 – 2003

OPPORTUNA, HOUSTON, TX – INDEPENDENT MARKETING STRATEGY FIRM SERVING CLIENTS IN DIVERSE INDUSTRIES

- Grew revenues to \$1M fuelled exclusively by client referrals.
- Increased financial client's fund sales by 22% through re-branding, direct and online marketing strategies. Cultivated technology firm's client base by 18% in 12 months.
- Drove sales by 36% for major beachfront developer with unique marketing and sales strategies.

**ASSOCIATE DIRECTOR, INTEGRATED MARKETING**

2000 – 2002

BINARY INC. – RECRUITED TO THIS TOP RATED \$850M PUBLICLY TRADED INTERNATIONAL INTERACTIVE AGENCY

- Reporting to SVP Marketing, managed a cross-functional team of 12 and a budget of \$12M.
- Fostered exclusive relationship for World Class Inc., supply chain company in six months.
- Grew client's fund sales by 22% by re-branding and executing on integrated marketing strategies.
- Delivered \$2.4M in incremental revenues through proprietary growth opportunities with clients.

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**EARLIER CAREER HIGHLIGHTS**

MYHOME.COM – DIRECTOR OF PRODUCT MARKETING, E-COMMERCE

- Drove \$6M in revenue in the first six months by executing on targeted local marketing initiatives.

SINO ENTERTAINMENT INC. – PRODUCT MARKETING &amp; BUSINESS DEVELOPMENT CONSULTANT

- Created distribution partnerships in the U.S. and Latin America driving revenues to \$8B.

EMERGING SOFTWARE, INC. – SENIOR BRAND MANAGER

- Launched 30+ products and increased revenues of existing product line by an average of 160%.

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**FORMAL EDUCATION AND PROFESSIONAL DEVELOPMENT**

- MBA Coursework, Marketing and International Business – *University of Georgia*
- Bachelor of Arts Degree, Economics and Psychology – *Dartmouth College*
- Negotiation for Senior Executives/Integrated Marketing Management – *Harvard Business School*
- Leading for Organizational Impact Program – *Center for Creative Leadership*
- Communicating to Drive Results – Program for Senior Executives, *SpeakEasy*

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**COMMUNITY DEVELOPMENT*****Founding Member of New Markets Work Group***

- Constructed 40 homes in Belize and 100 homes in Mexico for disadvantaged families.
- Funded children's education center in Colombia; funded renovation of 40 homes in Mexico.
- Established sports programs in Columbia and Chile to keep children safe and off the streets.

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**LANGUAGES AND TECHNOLOGY**

English • Spanish • Brazilian Portuguese • Mandarin

Mobile Devices • Social Media • Cloud Computing • Email • MS PowerPoint • Excel • Word