



Dan Smith

CMO

About Dan

An accomplished marketing and media leader, Dan delivers profitable growth leading to successful IPO and transactional exits. Drawing on his career of developing a "Branded Response" marketing approach, he delivers new customers, cultivates customer loyalty and grows businesses within competitive categories. Fostering productive relationships with stakeholders, agencies, and vendors, Dan is well-versed in growing marketplace businesses with both B2C and B2B components, and developing digital expertise for traditional advertisers.

How Dan has Helped Businesses Grow

- Drove substantial revenue and EBITDA increases at Walker Advertising. Increased brand recall 40% with revised creative. Increased ROI 25% during the pandemic by renegotiating media rates and adjusting creative strategy.
- Drove revenue CAGR of 26% and returned the company to positive EBITDA of \$36 million at Angie's List. Drove 3X customer engagement through more finite targeting. Led to a successful exit with a sale to IAC.
- Generated 30% YoY sales increase championing turnaround of digital marketing operations at Playboy Enterprises. Improved efficiency by increasing traffic 20% YoY while improving conversion rates by 22% YoY.
- Produced 300% YoY revenue increase and 150% YoY traffic increase reimagining and scaling the digital offering at Encyclopedia Britannica.
- Achieved 62% revenue CAGR with improved EBITDA margin, growing revenue from \$10 million to \$300 million at FTD. Growth led to the successful IPO of FTD.com and eventual sale to PE.
- Helped grow new division from \$5 million in revenue to over \$100 million at The Bradford Group.

Executive Experience

- CMO, Walker Advertising, LLC
- Head of B2B Marketing and Strategic Partnerships, Grubhub, Inc.
- VP of Marketing, Angie's List, Inc.
- EVP and Founder, NAC Direct Inc.
- SVP, Digital Marketing, Playboy Enterprises Inc.
- SVP, Consumer Marketing, Encyclopedia Britannica Inc.
- EVP, FTD, Inc.
- Senior Marketing Manager, The Bradford Group, Ashton-Drake Galleries Division

Expertise

Industry Experience

- SaaS
- Consumer
- Consumer Services
- e-commerce

Specialties

- Digital Marketing
- Direct Marketing
- Digital Transformation
- e-Commerce
- Demand Generation
- Brand Strategy/Refresh

Education

- BS, Marketing, University of Illinois Urbana-Champaign

Contact Information

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