

RICK SMITH

P.O. Box 9061
Cincinnati, Ohio 45209-9061
(513) 321-0020

rick@mrsmithgoestocolumbus.com

GOAL

To win election to the Ohio Senate (7th District). To apply my creative problem-solving ability, developed over 20 years in a variety of private sector businesses, to the issues facing the citizens of Ohio. To use the campaign process to improve the quality of public debate and to provide a forum by which the citizens of Hamilton County can participate by contributing solutions to problems addressed by the campaign.

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania, 1987, MBA, Concentration in Marketing.

PRINCETON UNIVERSITY, 1981, A.B., Major in Politics.

POLITICAL EXPERIENCE

RECENT VOLUNTEER ACTIVITIES

Campaign Manager, Martha Good, Hamilton Co. Municipal Court (4th District) **Cincinnati, Ohio**
Aug - Nov, 2005

Assumed Campaign Manager duties after the former Manager took a new job with less flexibility. Guided fundraising, scheduling, field efforts, and campaign message/advertising development. Though the campaign was outspent 5-1, Ms. Good achieved 41% of the vote in a traditionally Republican district.

Sign Distribution/Field Volunteer, Paul Hackett, U.S. Congress (2nd District) **Jun-Aug, 2005**

Responsible for the distribution of 25%+ of the yard signs used in the campaign, including all emailed and phoned requests from the public. Volunteer activities ranged from GOTV supervision in Anderson Township, to phone banking, to laundering the clothes of paid staff.

Independent Activities, John Kerry, U.S. President **Sep-Nov, 2004**

Personally purchased and distributed (at no charge) 700 Kerry/Edwards yard signs and 400 bumper stickers. Poll Manager for Democratic Party's GOTV effort at Clough United Methodist Church.

Volunteer, Tim Black, Hamilton County Municipal Court (4th District) **1993**

Early contributor and volunteer. Hosted a House Party in Anderson Township. Mr. Black beat a Republican incumbent in this traditionally Republican district.

CONGRESSMAN C. ROBIN BRITT (6th District, NC)

Legislative Assistant **Washington, D.C.; 1983**

Responsible for trade, energy, environmental, and commerce issues. Researched & monitored legislation; prepared briefing materials; represented Congressman to Administration personnel, lobbyists, and constituents; drafted constituent correspondence.

Campaign Aide **Greensboro, N.C.; 1982**

Assisted candidate in winning his first attempt at public office with 55% of the popular vote, though outspent 2-1 by the incumbent. Recruited and supervised volunteers; coordinated distribution of over 2500 yard signs; organized rally for Mr. Britt and Senator John Glenn; planned campaign stops throughout district. Served as Mr. Britt's driver/aide in the Spring/Summer.

DEMOCRATIC PARTY OF NORTH CAROLINA

Staff Assistant **Raleigh, N.C.**
Fall/Winter, 1981

Responsible for communication with the Party's 100 County Chairmen. Designed a statewide fundraising drive generating over \$8,000 from \$1 and \$5 contributions from rank-and-file Party members.

BUSINESS EXPERIENCE

WHITTMANHART (formerly marchFIRST and divine, Inc.)

Strategy/Marketing Consultant

Cincinnati, Ohio

Aug, 2000 – May, 2005

Advise clients ranging in size from dot-com start-ups to Fortune 50 companies in internet marketing strategy and marketing research. Developed WHITTMANHART's online marketing measurement and analysis practice. Clients included Procter & Gamble, Johnson & Johnson (Medical Devices), Cincinnati Bell Telephone, Eaton Corporation, Atlas Worldwide, and Clinton Memorial Hospital.

- Managed a range of engagements for clients wanting to understand web traffic, improve the visitor experience, and estimate the offline business impact of their non-commercial sites:
 - Developed comprehensive ROI models for a web sites, CRM programs, and promotions.
 - Improved the evaluation of online marketing vehicles by measuring the cost per conversion rather than just the cost per click.
 - Improved clients' ability to evaluate site traffic, through either improved interpretation of packaged web analytics software like WebTrends or the development of custom clickstream databases
 - Conducted research studies to measure web site visitor success and to determine whether a poor visitor experience was due to a navigation or content problem.
- Co-developed the internet marketing strategy for a division of a major healthcare company. Recommended merging disparate product sites into a multi-product/multi-condition hub with focused content to reinforce the corporate branding. Developed promotion strategy and created a comprehensive set of business metrics by which the effort will be judged, including total traffic, visit quality, and conversion levels. Measurements identified opportunities to improve navigation, add content, and invest in paid search marketing likely to provide a positive ROI.
- Co-developed a strategy for a healthcare company to streamline its process for evaluating new product ideas submitted from physicians and lay inventors. Analyzed and summarized client's existing submission database to demonstrate how our recommended process change would be appropriate for the types of ideas client received. Client implemented recommendations and has reported that handling new idea submissions has become more efficient.
- Planned, executed, and analyzed a central-location concept-and-use research test to evaluate consumer interest in a new streaming video e-mail product developed by a divine-client team. Online questionnaires and video exercises captured respondents' evaluations throughout the process. Also worked with the development team to translate preliminary load-testing raw data into a server cost summary for potential Internet Service Provider (ISP) and enterprise customers. Research results and load-testing analysis helped the client sell the product to a large regional broadband ISP.

INTRACELLULAR IMAGING INC.**Chief Operating Officer & President***Cincinnati, Ohio**Oct, 1996 – Aug, 2000*

Managed a small (<\$1mm in sales, 5 employees) scientific instrumentation company selling fluorescence imaging and photometry systems in the United States, Europe, Japan, and Mexico. Products allow basic science researchers in medical schools and pharmaceutical companies to observe cell processes during experiments.

- Wrote start-up business plan in 1993. Served as company advisor before assuming day-to-day operational responsibilities. Client base tripled from 28 to over 80 installed systems during tenure.
- Built consensus between company's founder/CEO and the V.P. of Sales in order to generate strategic decisions more quickly and shorten the new product development cycle.
- Prioritized new product development efforts; established price quoting procedures for an increasingly complex product line.
- Managed relationships with over 25 vendors, providing off-the-shelf components and custom-machined parts. Maintained inventory levels to meet both cash flow constraints and customer delivery needs.
- Served as company troubleshooter, identifying software bugs and counseling customers with application problems. Improved software reliability and designed new features to prevent customers from generating inaccurate data. Developed troubleshooting protocols to help customers to identify whether problems are the result of system failure or failure of the customer's biological samples.
- Developed system manuals. Trained foreign distributors and U.S. customers to use systems.
- Developed brochures and advertising materials.

CINCINNATI BELL TELEPHONE**Director, Marketing Intelligence***Cincinnati, Ohio, 1993 – 1996**Feb, 1996 - Sep, 1996*

Managed a group of eleven with responsibility for forecasting, marketing research, database marketing, customer satisfaction research, and competitive intelligence.

Forecasting Analyst*May, 1995 - Jan, 1996*

Forecast sales of products sold to business customers for the 1996 budget cycle. Developed new methods for product managers to analyze their products using the company's Customer Information Warehouse.

Manager-Product Delivery, Business Specialty & Access Markets*Jul, 1993 - Apr, 1995*

Managed a team of eight responsible for marketing Cincinnati Bell's advanced network services to business customers and major long-distance carriers. Team activities included developing new sales channels; training sales personnel; creating sales support tools; improving sales and order processes; developing advertising, promotions, brochures, and other communications.

Key Contributions

Helped develop and prioritize initiatives for the development of the company's marketing information systems, including its Customer Information Warehouse (CIW, developed with NCR/Teradata), revenue tracking system, and geographic information system (GIS). Helped conduct the initial Business Discovery process for the CIW proof-of-concept pilot. Directed or was a key contributor to the following business process and knowledge improvements:

- Tied together the different billing accounts for all businesses across multiple databases. This provided the business sales teams a tool to track and manage large business customers more easily.
- Reconciliation and tying together the company's revenue/profit tracking system with CIW, providing a single set of numbers to manage the business. This laid the foundation that would allow the company to calculate profit by customer.
- Worked with consultant McKinsey & Co. to develop the company's first needs-based segmentation profiles for business and residential customers using surveys. Identified product usage and demographic variables that discriminated among segments. Using these discriminators, assigned segment classifications to the entire customer database.

CINCINNATI BELL TELEPHONE (continued)

- Developed and implemented the first tool to be used on a widespread basis that converged revenue and unit forecasting, allowing product managers to better understand purchasing dynamics, including trial, churn, and cannibalization.
- Development of the company's first daily sales tracking reporting system for consumer promotions.
- Provided network planners the first forecasts that included estimates of connection and disconnection activity in addition to net gain, allowing them to better estimate manpower requirements to support marketing promotions.

Oversaw the development and launch of CBT's Digital network Provider program, which for the first time authorized non-affiliated equipment vendors to sell CBT network services.

Directed the development of the first comprehensive sales force training program for business products.

As a core team member, helped develop the company's "Customer Value Added (CVA)" program. Customer satisfaction surveys were revamped to enable the company to identify its largest performance gaps with its customers. Programs were designed to get in-depth, regular feedback from the company's largest business and long-distance carrier customers.

THE BASES GROUP

Account Manager

Cincinnati, Ohio

Aug, 1987- Jun, 1993

Advised Fortune 500 clients in making new product launch decisions for this forecasting and consulting firm. Assessed strengths/weaknesses of test concept ideas & products; evaluated proposed marketing plans; forecast sales; recommended improvements and provided "go/no-go" opinion. Responsibilities ranged from study design/proposal to analysis and presentation to client brand and upper management. Experience covered new brands, line extensions, and restages of established brands. Employed extensive use of consumer response and in-market syndicated data.

- Served Procter & Gamble for 3 years, 1-1/2 years leading the account. Managed nearly 50 new product studies for P&G (up to \$1.8mm annually), with a staff of 4 people. Conducted a major concept and product review to analyze the company's new product strengths and weaknesses.
- In 1991, assumed responsibilities for a group of smaller and dormant accounts, including Noxell (a division of P&G), Advanced Care Products (J&J), Oscar Mayer, A. H. Robins, McCormick & Co., Rich-Seapak, Pet Inc. By 1992 had doubled this business from \$500m to \$1.1mm with a staff of 1 to 2.
- Part of multi-functional team that designed and implemented plan to reduce time required to deliver reports by 40% without sacrificing quality. Team revamped company's data collection and internal work processes; my responsibilities focused on new methods for generating price quotes and final reports.

BELL ATLANTIC NETWORK SERVICES, Inc.

Intern, Competitive & Environmental Analysis Group, Yellow Page Division

Washington, D.C.

Summer, 1986

Prepared reports on competitors' acquisitions and new initiatives. Built two databases designed to give Business Planning, Sales, and Production Departments better access to competitive and general industry information.

- The first provided an indexing system for quick retrieval of news articles and sales force intelligence reports.
- The second allowed the company for the first time to electronically store and manipulate national Yellow Pages advertising rates and coverage data.

EVANS ECONOMICS, INC.

Manager, Electronic News Service

Washington, D.C.

1983-1985

Directed operation of company's computer information system, providing clients with timely financial news, analysis, and forecasts. Maintained system, serviced client inquiries, and troubleshoot technical problems. Reorganized database & reference system for easier client access. Developed internal user manual.

OTHER EXPERIENCE: Census Taker, Tugboat, Tire Retreading Laborer.