

Volunteer Opportunities

TOWN OF PARADISE VALLEY COMMITTEE VOLUNTEER APPLICATION FORM

There is currently a vacancy on the Planning Commission and a vacancy on the Advisory Committee on Public Safety (ACOPS). The Planning Commission provides recommendations on a wide array of land-use issues; including: subdivision plats, lot splits, zoning ordinance amendments, special use permits, and general plan amendments. It is made up of seven members who serve three year terms. The Commission meets twice per month.

ACOPS assists the Police Department and Community Resource Officer in engaging the community in a public dialogue on issues relevant to public safety, including prevention, enforcement, awareness, and community/victim outreach. The Committee meets bi-monthly.

If you are interested in serving on either of these bodies, please complete this application and submit. The deadline to submit an application is January 8, 2017.

Please select committee(s) in which you are interested.* Planning Commission ACOPS

Please provide the following background information.

Name*	Andrew (Drew) Smith
Address*	
Email*	
Home Phone	
Employer	InfoArmor
Occupation	Executive Chairman and Founder
Business Phone	
Cell Phone	
Number of years as PV resident	1.5 (prior 16 years in Scottsdale)
Professional experience highlights	

CEO, Entrepreneur and Board Member

Entrepreneurial, results-motivated executive with extensive cyber security, marketing, operations and strategic planning experience. Demonstrated business builder across diverse industries, including SaaS, homebuilding, telecommunications and consumer goods.

- Creative problem solver who leverages financial acumen and consumer insights to drive profitable growth.
- Passion for building brands, launching innovative products and working with agency partners.
- Proven team builder and leader, including talent recruitment, prioritization and motivation.

Specialties: Cyber Security, SaaS, Business Planning and Strategy, General Management, Entrepreneurial Management

What experience do you think qualifies you to be a committee member?

I am an objective listener and problem solver willing to understand and balance the competing interests of residents, businesses, landowners, developers and the Town of Paradise Valley. I am not only well-versed in real estate issues (worked for DMB and Shea Homes in marketing and community-building roles for 5 years), but also am driven to give back to the town my family calls home.

Community Activities

Board Chair, All Saints'; Episcopal Day School
Local Stanford Alumni Volunteer (admissions interviewer)
Scottsdale Bible Church Member

Attach resume and cover letter

* indicates required fields.

DREW SMITH

Paradise Valley, Arizona 85253

summary

Entrepreneurial, results-motivated executive with extensive cyber security, marketing, operations and strategic planning experience. Demonstrated business builder across diverse industries, including SaaS, homebuilding, telecommunications and consumer goods.

- Creative problem solver who leverages financial acumen and consumer insights to drive profitable growth and process improvements.
- Passion for building brands, launching innovative products and working with agency partners.
- Proven team builder and leader, including talent recruitment, prioritization and motivation.

experience

2007-present

INFOARMOR

Scottsdale, AZ

Executive Chairman. Manage board of directors, product strategy and corporate development for \$40 million run rate information security company.

CEO and Founder. Over 10-year period built industry-leading provider of employee identity protection and cyber threat intelligence solutions serving over 800 clients, including 70 of the Fortune 500. Founded company to create identity theft risk analytics for financial services industry. Recruited management team and seasoned board of directors. Raised over \$6M and acquired strategic, business-to-business clients.

- Created employee identity protection service that maintains greater than 80% market share and protects 5 million lives.
- Completed 2 acquisitions enabling creation of advanced threat intelligence division, a leader in cyber threat intelligence and investigative services.
- Sold 20% of company at \$150 million valuation to a leading growth equity investment firm.

2005-2007

SHEA HOMES

Scottsdale, AZ

Vice President of Marketing. Directed strategic marketing and advertising for \$800M active adult division of nation's largest private home builder. Served on executive leadership team and spearheaded annual strategic planning process.

2001-2005

DMB ASSOCIATES

Scottsdale, AZ

Vice President of Operations. Developed ROI-focused lifestyle plans and strategies for mixed use communities in Arizona, California and Hawaii. Leveraged best practices and created community technology standards as in-house strategic planning and management consultant.

Director of Marketing. Managed 12-person team responsible for marketing Verrado, award-winning "master planned town" with projected lifecycle revenue of \$1.2B.

1997-2001

QWEST COMMUNICATIONS (US WEST)

Phoenix, AZ

Residential Access Director, Small Business Marketing Director, Home Office Team Leader.

1996-1997

JOHNSON & JOHNSON

Philadelphia, PA

Tylenol Cold Assistant Product Director.

1992-1994

PEPSICO (TACO BELL)

Irvine, CA

Associate Business Planner, International.

education

- 1994-1996 **HARVARD BUSINESS SCHOOL** Boston, MA
Master in Business Administration. Co-authored technology operations business case (school uniform manufacturer wrestling with seasonal demand).
- 1989-1992 **STANFORD UNIVERSITY** Palo Alto, CA
Bachelor of Arts with Distinction in Economics. Economics teaching assistant and editor-in-chief of weekly student newspaper.

community

- 2013-present **ALL SAINTS' EPISCOPAL DAY SCHOOL** Phoenix, AZ
Chair, Board of Trustees. Elected board chair of K-8 independent day school. Direct 5-year strategic vision and manage board's sole employee, the head of school. Conducting capital campaign feasibility study and planning for significant infrastructure improvements.
- Treasurer, Board of Trustees.** Partnered with CFO to develop annual budget.
- 2010-present **SCOTTSDALE BIBLE CHURCH** Scottsdale, AZ
Volunteer. Serve the marriage ministry by counseling engaged couples and the youth ministry as a retreat counselor.
- 2004-2012 **MCCORMICK RANCH LITTLE LEAGUE** Scottsdale, AZ
Director. Served as board member and coached t-ball, farm, minors and majors youth baseball.