

James Smoot

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EXPERIENCE

Vesper.ai, El Segundo, CA — Founder

April 2015 - PRESENT

Vesper helps the world's top entrepreneurs, sales, and business development executives manage their schedule. The service uses a blend of machine and human intelligence.

Tech Achievements:

- *Serve as product owner and maintainer of product roadmap*
- *Architected and wrote engine that used NLP and machine learning to prioritize emails in real time*
- *Architected and contributed code to scheduling, communications, and client management console which assistants use daily*

Business Achievements:

- *Took an idea through 2 product iterations to a working, in market, revenue generating, offering*
- *Developed relationship with top machine intelligence thought leaders who contribute to the AI strategy*
- *Developed and executed sales/marketing strategy that resulted in \$30k in revenue its first quarter in market*
- *Art directed all marketing and brand materials*

Octavius Labs, El Segundo, CA — Managing Partner

September 2014- PRESENT

Octavius is an incubator which develops and brings to market productivity and marketing related SaaS products.

Tech Achievements:

- *Developed and launched MailMentor.io, a product that uses statistics, to help sales people write cold emails*
- *Designed, architected, and developed a responsive HTML5 creative ad server*
- *Designed, architected, and developed a workflow system that helps a company distribute advertising creative units*

SKILLS

Problem Solving
Product Management
Product Design
Customer Development
Decision Making Under Uncertainty
Systems Architecture
Software Engineering
Sales/Marketing
Team Building
Leadership
Customer Service

Areas Of Interest

Business Models
Machine Learning
Human/Machine Interaction
Natural Language Processing
Statistics
Financial Markets
Human Psychology
Science

Technical Knowledge

Ruby

Business Achievements:

- *Recruited and managed 3 software developers and 3 administrative personnel*
- *Vetted and hired over 10 contract personnel*
- *Managed all fundraising, legal, and finance efforts*

Javascript

Python

*nix

AWS

Prosperio Systems, Santa Monica, CA — Founder/CEO

February 2013 – October 2014

Prosperio was a platform that allows Fortune 500 brands to buy advertising inventory directly from publishers.

Tech Achievements:

- *Served as product owner and maintained roadmap*
- *Developed, deployed, and maintained initial version of the platform*

Business Achievements:

- *Raised capital valuing the company at \$3MM from angel and seed investors*
- *Closed first \$25k of business solely on the phone*
- *Pieced together inventory supply agreements with 3 key inventory providers which included such sites as Conde Nast and AOL*
- *Recruited and led a team of 3*

PK4 MEDIA, Los Angeles, CA — VP Product & Technology

December 2011 – April 2013

PK4 Media is an advertising technology company which runs advertising campaigns for large blue-chip advertisers in the US.

Tech Achievements:

- *Maintained the PK4 roadmap*
- *Designed and led the engineering team through the rebuilding of PK4 Media's DUET ad management platform*
- *Maintained servers located in a Bay area data center*
- *Migrated services to AWS and Heroku*
- *Architected and developed the video platform that streamed over 1MM videos to users worldwide*

Business Achievements:

- *Filed patent on video syndication technology*
- *Developed the video network product by closing required business development partnerships and managing*

integrations

- *Recruited and led an engineering team of 4*
- *Recruited and interviewed many PK4 hires on the sales, account management, and operations teams*

JSFOUR Enterprises, Los Angeles, CA — Founder

July 2011 – December 2011

At the core of the company's assets was the Render Video Platform, an ad supported video content infrastructure which generated seven figures in revenue in its first year. JSFOUR raised no funding and was acquired by PK4 Media roughly 6 months after formation.

Tech Achievements:

- *Developed and maintained custom video encoding, hosting, and delivery platform with VAST/VPAID advertising support*
- *Built and maintained a load-balanced cluster of LAMP instances running the OpenX ad server that handled periodic spikes of over 1,000 requests per second*
- *Built and maintained LAMP instances running Wordpress*

Business Achievements:

- *Launched DIY Weekender, a Women's focused DIY and crafts website*
- *Recruited and managed a writing team of 4*
- *Prospected, closed, and maintained all advertising client relationships*
- *Negotiated and sold the company*

Initiative, Los Angeles, CA — Manager Innovations

January 2011 – December 2011

Initiative is one of the top media buying agencies with thousands of employees worldwide. On the innovations team, I ideated and advised clients on the best uses of future facing technologies to help achieve their marketing goals. Brands I consulted include: Dr Pepper Snapple Group, KIA Motors America, and Vizio.

AdoTube, Los Angeles, CA — Regional Sales Manager

January 2010 – January 2011

AdoTube, is an in-video stream overlay technology that allows for advertisers to create unique brand experiences within relevant premium video content. The company was acquired by Exponential.

EDUCATION

University of Nevada, Las Vegas — *Bachelor's in University Studies*

August 2002 - December 2007