

M. Brooke Smith
Chief Executive Officer



Mr. M. Brooke Smith is a global executive with extensive experience in profit and loss, mergers and acquisitions, and market growth. He drives strategy, leads high-performing teams, manages transformational initiatives, and establishes lasting client relationships. He has a track record of exceeding revenue expectations and cultivating operational excellence as well as a reputation for fostering collaboration between C-suite executives and advisory boards to achieve revenue and organizational objectives. He partners with clients to envision, innovate, and achieve digital transformation goals while creating substantial value by integrating technologies and services. He has managed operations with revenues of more than \$180M per year and led sales organizations with more than \$1.5B in annual sales. Deep Water Point & Associates' clients benefit from Mr. Smith's expertise in information technology, manufacturing, aerospace, defense, and the federal government market.

Prior to joining Deep Water Point & Associates, Mr. Smith was vice president for strategy and business development at Salesforce (NYSE: CRM) where he drove strategic growth outreach and market development for the aerospace, defense, and government systems integrator sectors. He was responsible for strategic planning, business development, sales, cross-functional team leadership, and executive management. In this position, he grew revenue 400% from \$20M to \$100M annually and increased contract values by more than 20% per year.

Previously, Mr. Smith was chief growth officer for Throughline, Inc. where he directed corporate growth strategy and execution for the early-stage design-thinking consultancy and created solutions with enterprise leaders to drive innovation and deliver high impact outcomes for clients. He was recruited by the CEO from a leadership role on the Board of Directors to reimagine sales team effectiveness, recruit and mentor business development professionals, and drive revenue growth. He established sales processes and streamlined operations, overseeing implementation of Salesforce CRM and building out infrastructure to lead to sales of \$15M.

Earlier, Mr. Smith was vice president and managing director of Xerox Corporation where he oversaw multiple global accounts, successfully cultivating a services and products business model. He managed global P&L and directed support teams delivering client satisfaction and growth for multiple Fortune 100 companies, representing \$90M+ in revenue annually. He exceeded both annual and long-term growth and profitability goals and led an initiative to land an eight-figure deal creation and closure for outsourced business services and print-as-a-service offering.

Mr. Smith's prior corporate leadership roles included senior vice president, business development and corporate strategy at QinetiQ North America and COO of TKC Communications (NANA Corp).

Mr. Smith has a BS in industrial technology from the University of Southern Maine. He earned the U.S. Navy's Aegis Excellence Award for critical progress management solution, and he has held a top-secret SSBI clearance.