

Dwight E. Smith

## EMPLOYMENT SUMMARY

June 1990 to Present

### SOPHISTICATED SYSTEMS, INC.

Founder, President & CEO

Successfully manage the establishment and on-going support of a technical consulting firm in the Columbus market.

Dynamic leadership has generated spectacular company growth (annual revenue amounts increased from 80,000 per year in 1990 to \$16 million per year in 2003)

Provide oversight and maintain ultimate responsibility for all internal operations; including finance, accounting, sales, administrative and recruiting teams.

Maintain positive, high level relationships with clients and partner firms

Generate new business and foster increased company growth using both personal resources and relationships as well as company driven initiatives.

Promote personal growth among employees, providing mentoring and opportunities for skill and career development

April 1988 to August 1990

### SOFTWARE ALTERNATIVES, INCORPORATED

Branch Manager (Columbus, OH & Livonia, MI)

. Responsible for profit and loss objectives assigned by the corporation.

, Each branch functions as an autonomous unit with decision-making responsibilities for P&L, marketing strategy, (short and long term), personnel management, and customer satisfaction.

, Support/Assistance from corporate staff is provided as required.

. In one year as Branch manager in Columbus, revenue increased approximately 100% and profits

200+%.

. In Livonia, year-to-year profit growth is projected to be 60% by April 1990.

. In both Columbus and Livonia, customer satisfaction and employee morale increased significantly.

. Year to year growth in Columbus ranked the branch in the top three branches in the company (out of twelve) for P&L results.

July 1987 to April 1988

### CULLINET SOFTWARE, INCORPORATED

Account Executive

. Responsibilities included the development and execution of marketing plans to market Cullinet offerings to established and prospective clients.

- Marketing strategies involved executive marketing, application justification, financial analysis, and implementation planning.

- The coordination of these efforts involved a significant amount of working with individuals on the district, regional, and corporate staffs.

2191 CityGate Drive, Columbus, OH 43219 • 614.418,4600 • fax: 614.418.4610 • www.ssicom.com

March 1986 to June 1987

## INTERNATIONAL BUSINESS MACHINES

### Marketing Manager

. Responsibilities included managing a sales force of seven marketing representatives and an annual objective of twenty million dollars.

. Major responsibilities were divided into three areas.

Marketing responsibilities involved executive marketing and the review of marketing

plans that would ensure that revenue objectives would be met,

Personnel duties involved assigning objectives, appraising individuals against those objectives, and establishing aggressive development plans to ensure that each individual's skills were enhanced and opportunities for growth provided.

Staff functions included reporting required information (ie. Forecast) to regional, divisional, and corporate levels as required.

January 1984 to February 1986

## INTERNATIONAL BUSINESS MACHINES

### Advisory Regional Marketing Representative

Responsibilities included assisting marketing representatives in the field with the development of marketing strategies to close business in the large account environment.

Activities included high-level customer calls, and leading planning meeting for IBM internal staff and customers to develop specific plans to meet objectives.

Marketing activities also included documenting and presenting business cases to IBM executive management to justify special bid contracts for large accounts.

Staff responsibilities included briefing IBM management on opportunities, competitive situations and marketing strategy.

September 1979 to December 1983

## INTERNATIONAL BUSINESS MACHINES

### Marketing Representative

. Responsibilities included marketing IBM products to several intermediate and large accounts.

Activities included the development and execution of marketing plans, coordination of resources required to close business, and a significant amount of executive and financial marketing.

## EDUCATION

Bachelor of Science in Marketing Ohio State University 1978

MBA in Finance Ohio State University 1979

2191 CityGate Drive, Columbus, OH 43219 • 614.418.4600 • fax: 614.418.4610 •  
www.ssicom.com

## COMMUNITY SERVICE

Mr. Smith is very active in the Columbus community. He and his company have a philosophy that ‘giving back’ is not an option but an absolute requirement.

Mr. Smith’s Board involvement includes

- . Trustee and Past Board Chair - Columbus State Community College
- . Trustee — Columbus Regional Airport Authority (Appointed by Mayor Coleman)
- . Trustee and Board Chair - Educational Council
- . Board Member — Project Grad

Member of the Governors Small Business Advisory Council (Appointed by Governor Taft)

. Past Board Member, Executive Committee and Chair of the Entrepreneur Committee - Columbus Chamber of Commerce (Six years)

. Past Board Chair - Big Brothers/Big Sisters

Mr. Smith’s Company Board Involvement:

- . Board of Directors - CTL Engineering Inc.
- . Board of Advisors - Ohio Full Court Press

Mr. Smith believes that it is an honor and a blessing to be in a position to contribute to the community.

In 1998 Mr. Smith established a non-profit foundation, JSS Foundation, to provide assistance to children in our community. He is committed to increasing the funding available to support multiple causes to enhance our community. This fund was later renamed the “TBTG — Thanks Be To God” Fund. In addition a second fund was established to provide support for faith based organizations, In the spring of 2005 a scholarship fund will be established to supporting local students graduating from the Project Grad High School initiative and continuing their education at Columbus State Community College.

2191 CityGate Drive, Cotumbus, OH 43219 • 614.418.4600 • fax: 614.418,4610 •  
[www.ssicom.com](http://www.ssicom.com)