

IAN SMITH



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iansmith.xyz

SKILLS

// PROFESSIONAL

Business Development

Platform Ecosystems

Marketing, Growth

Strategic Partnerships

// SOFTWARE

Salesforce, JIRA

HTML / CSS / JavaScript

Full Adobe Suite

WordPress, HubSpot

APIs, WebHooks

EDUCATION

AVIATION MANAGEMENT (BUSINESS)

Utah Valley University
2010 - 2016

PROFESSIONAL EXPERIENCE

PLATFORM LEAD, BUSINESS DEVELOPMENT

DroneDeploy | May 2015 – Present

Built a strategic partner ecosystem for a high-tech, B2B SaaS company. Led and executed the go-to-market across internal departments. Sourced and guided external platform developer partners of all sizes in utilizing our public APIs to create 60+ useful integrations on the platform which have generated over 5 million app runs. Defined developer success metrics and growth trajectory criteria.

FOUNDER

Commercial Drones FM | Jul 2016 – Present

Side project which became a profitable venture. Thought leader and voice of the commercial drone industry. Built a grassroots media company and produced an industry-recognized, bi-weekly podcast. Released 55+ podcast episodes, generated 260,000+ downloads, and attained profitability within 11-months. Named one of the drone industry's most influential people by Commercial UAV News.

BUSINESS DEVELOPMENT & MARKETING LEAD

Delair | Mar 2014 – May 2015

Developed the core marketing, content, and business development strategy for a top global drone OEM. Led and executed various go-to-market programs for both hardware and software products. Expanded company business globally, beyond France, to China, Canada, Africa, Australia, and the U.S. Implemented company-wide systems and CRM. Generated 235,000€ in sales.

ACCOUNT EXECUTIVE

Universal Weather & Aviation, Inc. | May 2010 – Feb 2014

Grew and cultivated Fortune 500 B2B accounts for a global contract jet fuel broker. Accounts under direct ownership included Google, Apple, ConocoPhillips, ExxonMobil, Halliburton, and others. H2 2013: achieved 153.4% average increase in monthly profit goals equating to \$132,969 gross profit.

COMMERCIAL HELICOPTER PILOT, FLIGHT INSTRUCTOR

Boatpix.com | Aug 2007 – Nov 2009

400-hours total flight time in R-22 and R-44 helicopters. Conducted low-level maritime photography missions. Achieved Private, Commercial, and Flight Instructor FAA pilot certificates. Learner, teacher, and mentor.