

Monica C. Smith

Founder/CEO, Marketsmith, Inc.

Founder/Creator, i.Predictus

Cofounder, One More Smith Inc.

Cofounder, Bring Dinner Home

Mother of Six Children



PROFESSIONAL PROFILE

With almost 20 years as the owner and CEO of a marketing agency like no other, Monica has defied the odds and avoided cliché labels in a personal quest to change the landscape of the advertising world in the boardroom, the c-suite and the office, forever. And with a heart as big as her vision, she has also sought to change the lives of the disenfranchised and underserved in her home state of New Jersey and the surrounding area in real, meaningful ways.

Monica founded Marketsmith, Inc., in 1999, and the agency is now a leader in data-driven direct marketing strategy. Marketsmith, Inc., was ranked by Inc. magazine as the No. 1 woman-led company in the New York metropolitan area and No. 5 nationwide. In August 2015, Marketsmith, Inc., was ranked No. 97 in the Inc. 5000. The company saw a 38 percent increase in employee growth from 2016 to 2018. Today, the workforce is 54 percent women, 34 percent millennial and 25 percent minority.

The only woman-owned and operated advertising and martech agency of its kind, Monica created an agency model born out of and built on the belief that technology and humanity are inextricably linked when it comes to creating successful consumer-centric marketing campaigns. This unique mindset led her to develop a breakthrough, proprietary prediction platform, i.Predictus, the revolutionary analytics-based platform that can predict sales with over 90 percent accuracy and is the definitive leader in marketing and media automation. With the company's unique I.P.Q. Approach, Marketsmith delivers end-to-end solutions that are driven by real-time data and analytics yet grounded in human insight.

This was Monica's vision—to provide clients with the most advanced tools to build powerful marketing models that mitigate risk, maximize ROI and drive business outcomes well into the future. i.Predictus also offers a predictive marketing analytics tool that includes innovative products such as its Marketing Mix Attribution Modeling Tool, which predicts future sales with 93 percent accuracy; Marketing IT Services; Advanced Digital Analytics; and Marketing Analytics.

In 2015, Monica purchased Brushfire, an industry-leading creative agency. With Creative, Analytics, Media and Database Management, Marketsmith, Inc., allows for unfettered, end-to-end collaboration and innovation, leading the company to become one of the premiere woman-owned agencies in the country.

For three straight years, Monica has driven over \$1.5 billion in retail sales annually. She is responsible for the management of \$200 million of media spend annually (about 10 percent of all DRTV inventory) and is one of only a few women who have successfully raised capital in the tech arena. Marketsmith, Inc., has an average client tenure of 7.5 years compared to the industry average of 2.5.

Such success has led to Monica being named to the New Jersey Tech Council Board of Directors. She was named to the NJBIZ Power 100 list three years in a row, was named one of the most powerful people by New Jersey Business magazine and was a finalist for 2014's Ernst and Young Entrepreneur of the Year.

Monica's agencies have also been recognized for their excellence. In 2014, Marketsmith, Inc., was named the Impact Company of the Year by the New Jersey Tech Council. The agency also earned distinction from NJBIZ in 2017 as one of the "Best Places to Work" and one of the "Coolest Offices" in New Jersey.

In addition to building world-class companies, Monica has an unparalleled desire to make a real difference in the world, which has led to the creation of charitable initiatives to which she and her team are passionately committed.

One More Smith, a 501(c)(3) that is a permanent home and sanctuary for hard-to-place animals, many with disabilities, has housed thousands since its inception in 2004. Bring Dinner Home, an annual Thanksgiving event, provides nutritious holiday dinners for hundreds of impoverished families of school children at the Camden Street Elementary School in Newark. Monica and her team also provide the families with warm coats, books and grocery store gift cards.

"I believe those of us who have found success owe it to this world to make it a better place," Monica says. "This is my mission—to end hunger for the children in our state and to ensure that the obstacles to learning are removed. Every child deserves to be fed, safe and educated. It is that simple."

Monica's unflagging commitment to helping others has become part of Marketsmith's culture. Her company's devotion to philanthropy has attracted talented marketers, data scientists, account managers and creatives who share her desire to give back to the world. Monica's efforts, and her unique company, have been recognized this year with the New Jersey State Governor's Jefferson Award for Corporate Leadership for achievements in measurable community impact and outstanding acts of public service.

It's obvious to anyone who has ever met Monica. She simply will not rest. There will always be new businesses to start and lives to be improved.

PERSONAL PROFILE

In Monica's world, outcomes are critical. She wakes up every day with great desire and unbounding energy to drive outcomes for her clients, her team and those in need. She is driven by the idea that part of her personal journey is to make an impact in the world. Monica believes that those of us who have found success owe it to the world to give back and share what we have gained.

In this global economy, it is critically important that everyone should continue to build and keep sharpening their skills, no matter how successful or experienced a person may be in a career. That is why the spirit of learning, growing and evolving is inherent in the DNA of Marketsmith, Inc., company culture. That's also why Monica shares her own personal story, without holding back, of how she became a successful woman entrepreneur with learning disabilities. It is her belief that people underestimate their abilities all the time—and she strives to inspire and lead her team of extraordinarily talented and passionate people.

Monica believes that the workplace should be diverse, filled with joy, kindness and laughter—not a place where stereotypes, biases, bad habits and otherwise dysfunctional human practices are the status quo.

Monica's mission is to share these beliefs to create massive change in the business environment; to grow our economy by relentlessly improving upon successful business models; to embrace diversity of all kinds—gender, racial and neuro—in the workplace and in the "C" suite; and, ultimately, for all of us to help those in need.

SME TOPICS

Women in Technology

Diversity in the Workplace

Female Entrepreneurship

Equality

Innovation

Digital/Media Attribution

Workplace Culture and Growth

Employee Incentive Programs

Philanthropy/Charity

Ending Hunger in New Jersey

Foster Care and Adoption

Personal Journey

Featured speaker at industry trade shows:

Speaker—AXA Advisor Summit, Just Babies, 2011

Keynote—College of Mount Saint Vincent Varsity Sports Dinner, 2004

Keynote—Women Entrepreneurship Week in New Jersey, Berkeley College, 2015

Keynote—4th Annual Conference for Women in Non-Profit Leadership, Fairleigh Dickinson University, 2016

Keynote—Tri-State Diversity and Leadership Conference in NYC, 2017

Panel Member—NJ Tech, Women in STEM, Million Women Mentors, 2016

Panel Member—NJ Association of Women Business Owners (NJAWBO), Statewide Spring Conference, 2017

Panel Member—“Women in Media: The Courage to Own Your Story,” Berkeley College, 2017

Panel Member—“Women CEOs: Standing Out and Stepping Forward,” Kirkland & Ellis/FTI Consulting, 2018

HONORS & AWARDS

She Runs It

Changing the Game Awards
April 2018

Diversity FIRST

National Diversity Council
August 2017

NJ Governor’s Jefferson Award for Corporate Leadership

Jefferson Awards Foundation
June 2017

NJBIZ Best Places to Work, Marketsmith, Inc.

NJBIZ
March 2017

NJBIZ—Coolest Offices in New Jersey, Marketsmith, Inc.

NJBIZ
February 2017

NJBIZ Power 100—Ranked No. 91

NJBIZ
January 2017

The 30 Most Influential Women in Business

Insights Success

November 2016

Induction—NJ Ad Club Hall of Fame

NJ Ad Club
November 2016

Give a Child a Voice Gala

CASA of Morris and Sussex
Counties
September 2016

NJBIZ Power 100—Ranked No. 93

NJBIZ
January 2016

Driving Your Business Leadership Excellence Award

Citrin Cooperman & Co., LLP
October 2015

Crain’s New York Fast 50

Crain’s New York
October 2015

Corporate Culture Award

SmartCEO
October 2015

Brava Award

SmartCEO
September 2015

Inc. 5000—Ranked No. 97

Inc.
August 2015

NJBIZ Power 100—Ranked No. 95

NJBIZ
January 2015

NJBIZ Business of the Year

NJBIZ
October 2014

New Jersey Tech Council—Impact Technology Company of the Year

NJTC
October 2014

Crain’s New York Fast 50

Crain’s New York
October 2014

**Fifth-Fastest Woman-Led
Company in the Country**

Inc.
September 2014

Inc. 5000—Ranked No. 135

Inc.
August 2014

**EY Entrepreneur
of the Year Finalist**

EY
March 2014

**NJBIZ 2013 Fastest-Growing
Companies—Ranked No. 7**

NJBIZ
September 2013

**NJBIZ Largest Women-Owned
Businesses—**

Ranked No. 14
NJBIZ
August 2013

Inc. 5000—Ranked #389

Inc.
August 2013

**Shirley Chisholm Award in
Entrepreneurship**

Shirley Chisholm
April 20, 2013

**NJ Top 25 Leading Women
Entrepreneurs**

NJBIZ
2012

**NJ Best 50 Women in
Business**

NJBIZ
2010

**Alumna of Achievement,
Marylawn Academy of the
Oranges**

2009

Family of the Year Award

DFYS New Jersey
2009

**NJ Fastest-Growing
Company**

2007

PUBLICATIONS

Published:

Beyond #metoo

Marketsmith, Inc.
April 2, 2018

The Amazing Partnership of Limited Options and Strengths

Marketsmith, Inc.
March 26, 2018

Losing Jobs but Making a Dent

Marketsmith, Inc.
August 24, 2017

A Life Well Lived: Remembering My Dad

Marketsmith, Inc.
June 16, 2017

Why We Visualize

Marketsmith, Inc.
May 17, 2017

What My Mom Used to Say

Marketsmith, Inc.
May 4, 2017

Why Shame Sucks

Marketsmith, Inc.
February 22, 2017

“Good Morning, Beautiful”

Marketsmith, Inc.
November 21, 2016

We Have to Think about Kindness

NJBIZ
October 31, 2016

The Importance of Others

Marketsmith, Inc.
September 19, 2016

“How Are You Able to Do So Much?”—The Simple Amazing Truth

Marketsmith, Inc.
September 6, 2016

I Am Getting a Divorce...

Marketsmith, Inc.
August 30, 2016

Seeking Out Diverse Causes to Help Is a Great Way to Have Impact

NJBIZ
August 3, 2016

Making an Impact

Big Bold Business
June 10, 2016

Walk Proudly and Carry a Big Selfie Stick...

Marketsmith, Inc.
July 22, 2015

Thank You Tim Cook

Media Village
November 4, 2014

What Mozilla’s Chief Forgot about 21st Century Leadership

Entrepreneur
April 11, 2014

Featured:

Interview with Monica C. Smith, Founder & CEO of Marketsmith, Inc.

TechNews
Spring 2018

Interview with Monica C. Smith, Founder & CEO of Marketsmith, Inc.

Martech Interview Series
June 5, 2017

N.J. Ad Club Inducts Five into Hall of Fame

NJBIZ
November 18, 2016

Want to Succeed and Flourish? Retain Women Re-entering the Workforce, Marketsmith, Inc. Founder Says

NJ Tech Weekly
November 6, 2016

We Are All about Success. For Our Clients, for Ourselves, and for the World: Marketsmith, Inc.

Silicon Review
November 2016

These Moms Share Their Incredible Journey to Creating Their Beautiful Family

Huffington Post
September 23, 2016

Monica C. Smith: Believer of “Diversity Drives Innovation”

Insights Success
December 2015

How Fran Dresser, Veronica Scott, Alissa Pollack, Tammi Dantoni and Monica Smith Are Making an Impact

Bella NYC
June 2, 2015

School Ties: Fixing up the Neighborhood

NJBIZ
April 13, 2015

One of the State’s Largest Marketing Firms Buys One of the State’s Top Creative Firms

NJBIZ
January 13, 2015

The Signal Booster

Profile Magazine
December 2014

The Dish on a Formidable Female CEO from Inc’s List of Fastest Growing Companies

Adweek
September 24, 2014

Women in Business: Q&A with Monica Smith, Founder of Marketsmith

Huffington Post
May 5, 2014

Secrets Shared: 2 Female Founders on Best Practices to Snare Funding for Your Startup

Women 2.0
March 19, 2014

Meet Monica C. Smith CEO of Marketsmith, Inc. and i.Predictus

WE Magazine for Women
March 14, 2014

Slide Show: Are You Ready for Your Future Customers?

CMO by Adobe
February 3, 2014

NJ Startups Outline New Year’s Resolutions for 2014

NJ Tech Weekly
December 30, 2013

Targeting the Market

Mobile Enterprise
September 25, 2013

What Inc. 500 Entrepreneurs Do Outside the Office Inc.

September 1, 2013

i.Predictus Takes the Gamble out of Media

Response Magazine
September 1, 2013

It’s All about the Numbers

Electronic Retailer Magazine
October 21, 2012

Entrepreneurship’s Greatest Heroes: The Significant Others

Forbes
September 25, 2012

i.Predictus Introduces Its First Data Convergence and Media Optimization Platform

Financial Content
September 11, 2012

Jersey Women Mean Business! Big Bold Business Advice from New Jersey Women Business Owners...

Woodpecker Press, LLC
April 1, 2012

ERA TV Episode 64—Monica C. Smith

Electronic Retailing Association (ERA)
September 29, 2011

PROFESSIONAL ORGANIZATIONS

Executive Women of New Jersey (EWNJ)

Organization Member

March 2017 – Present

EWNJ is the leading senior-level executive women's organization in New Jersey. It is committed to increasing the presence of women serving on corporate boards and in the top leadership of New Jersey companies. EWNJ's mission is to ensure that women have equal opportunity and representation in senior corporate leadership.

New Jersey Tech Council

Member of the Board

September 2015 – Present

The New Jersey Tech Council provides business development, education, networking and recognition opportunities as well as advocacy for the state's and region's technology businesses. The Tech Council has the unique ability to offer opportunities to learn network and grow, recognize and promote member companies and their leadership, nurture the tech and STEM talent pipeline critical to growth, provide access to financing sources and additional resources, and advocate and support public policy that strengthens our ecosystem.

i.Predictus

Member of the Board

January 2011 – October 2017

The council provided business development and general advocacy for the company, which focused on data scientists, marketers and strategists who drove success through data-patented analytics and marketing technology that empowered and transformed organizations.

Marylawn of the Oranges Alumnae Association

Member of the Board

February 2013 – February 2015

The goal of the association is to preserve and protect the heritage of Marylawn of the Oranges School for Women by ensuring a great high school education for young women in Essex County for years to come.

Additional Organizations:

New Jersey Association of Women Business Owners 2017

New Jersey Chamber of Commerce 2012

Morris County Chamber of Commerce

National Etailing and Mailing Organization of America

Direct Response Marketing Alliance

Direct Marketing Association

ERA Nominating Committee

Church of Messiah, Episcopal—Vestry Member 2009 – 2010

ACMA Board of Directors (First Female) September 2008 – 2009

Christopher Reeve Paralysis Foundation, "A Magical Evening" Cochair, 2003

She Owns It / Former Advertising Women of New York

Newark Business Regional Partnerships

CHARITABLE ORGANIZATIONS

One More Smith

501(c)(3) home sanctuary for neglected animals

Bring Dinner Home

Sustainable program at Camden Street Elementary School in Newark, New Jersey, that assists impoverished children and their families with supplies, books, coats and food, in addition to access to the recently created STEM and Camden Cares Room

The Center for Great Expectations

Table to Table

Making Strides

Jersey Battered Women's Service (JBWS)

Court Appointed Special Advocates of Morris and Sussex Counties (CASA)

The ASHA Project

CERTIFICATIONS

The Port Authority of NY & NJ

March 2018

WBE Certification—NY State

March 2017

NGLCC Certification

March 2017

The NGLCC is the business voice of the LGBT community, the largest advocacy organization dedicated to expanding economic opportunities and advancements for LGBT people and the exclusive certifying body for LGBT-owned businesses.

WBENC WOSB Certification

March 2018

WBENC Certification

March 2017

The Women's Business Enterprise National Council (WBENC), founded in 1997, is the largest third-party certifier of businesses owned, controlled and operated by women in the United States. WBENC, a national 501(c)(3) nonprofit, partners with 14 regional partner organizations to provide its world-class standard of certification to women-owned businesses throughout the country.

WBE Certification—NJ State

May 2014

Predictive Index Analysis

December 1998

PATENTS

Database Driven Computer Systems and Computer-Implemented Methods for Processing Real-Time Attribution of Web Originated Activities to Media Agency Records and Tracking Thereof

Patent Issuer and Numbers: US 9,538,217 B1

Patent Date Issued: Jan 3, 2017

Database Driven Computer Systems and Computer-Implemented Methods for Processing Real-Time Attribution of Web Originated Activities to Airings and Tracking Thereof

Patent Issuer and Numbers: US 9,253,550 B1

Patent Date Issued: Feb 2, 2016

Database Driven Computer Systems Providing Real Time Updatable Graphical User Interfaces to Track Real Time Value of Airing

Patent Issuer and Numbers: US 9,159,095 B1

Patent Date Issued: Oct 13, 2015

Marketsmith, Inc., currently has three additional patents pending.