

CANDICE AD. SMITH

EXECUTIVE SUMMARY

Executive, Entrepreneur & Advocate with 15+ years of progressive experience guiding creation and optimization of innovative solutions to enhance quality and availability of informational resources for vulnerable populations. Adept at cultivating partnerships with subject matter experts, advocates, philanthropists and investors to advance and expand offerings, leveraging insights to inform programs and growth strategies. History of working closely with organizational leaders, board members and advisory committees to create scalable systems and solutions, expanding access to high-quality resources and opportunities.

EXPERTISE

Human-Centered Design
Operations Optimization
System Implementation
Product Development
Strategic Partnerships
Agile Methodologies
Project Management
Business Development
Regulatory Compliance
Internal Audit Processes
Vendor Relationships
Staff Development
Board Cultivation
Market Analysis

RECOGNITION

Technology Association of Oregon: Awarded Start-up of the Year (Pre-Revenue Category), 2021

Visa: Awarded Australia Distinguished Talent Visa, 2021

Artificial Intelligence in Medicine Magazine: Woman of the Year, 2020

EDUCATION

UNIVERSITY OF OREGON
Bachelor's Degree
History - Honors

TECHNICAL SKILLS

Microsoft Suite
Google Analytics
Atlassian/JIRA
WordPress
QuickBooks
HubSpot
CRM platforms

PROFESSIONAL EXPERIENCE

CAREGIVEN | Portland, OR

Founder & CEO | 2017 - Present

- Launched disruptive technology company with mission of empowering caregivers supporting aging or ailing adults, engaging over 1,300 active users within first year of inception.
- Created interactive app to enable caregivers to navigate medical, legal, financial and emotional aspects of care, partnering with SMEs to craft content and informational resources.
- Generated nearly \$750,000 in pre-seed funding and grants from institutional investors and partners including Rogue Venture Funds, Global Insurance Accelerator and the American Heart Association.
- Partnered with external design consultancy to define market, interviewing caregivers nationwide to gain competitive insights on core features and positioning strategies.
- Utilized human-centered design to validate solutions, guiding users throughout complex life transitions to honor wishes of loved ones and mitigate regrets.
- Consistently sustained high user engagement and low churn rates, implementing biweekly product updates based on user feedback and behavioral analysis.
- Recruited and guided leadership team including Chief Technology Officer, Chief Revenue Officer, Lead Software Engineer, Customer Journey Manager, Marketing Director and Finance Director.
- Engaged advisory board of experts in palliative care, product development and SaaS solutions, vetting and sourcing specialized consultants in areas of marketing, finance and content.

FRENCH AMERICAN INTERNATIONAL SCHOOL | Portland, OR

Director of Development | 2015 - 2016

- Oversaw divisional operations of accredited academy with \$5 million annual operating budget, providing high-quality & immersive education for over 500 students each year.
- Directed outreach and engagement initiatives for third largest independent PS-8 academy citywide.
- Engaged external counsel to validate feasibility study for new capital campaign, working to inform development and approval of new academic facility.
- Worked directly with 15-member board and volunteers to obtain buy-in and support for capital campaigns and evaluative measures, working to meet growth benchmarks.
- Created multiple new roles across information management and community relations divisions, working to maximize efficiency while ensuring transparency of operations.
- Performed comprehensive internal audits of systems of protocols to promote alignment with best practices and regulatory requirements.
- Trained and supervised specialized staff including Advancement Services Coordinator and Parent & Alumni Relations Manager, promoting culture of inclusivity and engagement.

THE WOMEN'S COLLEGE - University of Queensland | St Lucia, QLD Australia

Advancement Director | 2010 - 2014

- Oversaw transformational initiatives on behalf of iconic educational institution with mission of expanding professional opportunities for women.
- Launched new program which led to over \$300,000 in donation-based revenue, surpassing divisional targets and enabling improved offerings.
- Successfully initiated new annual giving campaigns, overseeing external relations and communications strategies spanning advertising and sponsorships.
- Achieved 2,000% growth in constituent base, to over 5,000 engaged supporters, implementing new database management system to sustain expansion.
- Grew events program from scratch, organizing regional events and annual alumnae reunion weekends which engaged more than 500 attendees.
- Directed new institutional visual identity, website and social media campaigns to engage audiences.
- Senior member of the College Executive Leadership team, reporting directly to Head of College.

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ADDITIONAL EXPERIENCE

LEWIS & CLARK COLLEGE | *Portland, OR*

Director of Annual Giving & Advancement Operations | 2003 - 2007

- Managed critical aspects of community engagement and organizational improvement programs on behalf of acclaimed educational institution serving up to 2,000 students each year.
- Successfully engaged more than 3,000 constituents and supporters each year, cultivating relationships with parents, alumni, trustees and board members to advance programs.
- Implemented new data management systems to improve integrity of divisional operations, outsourcing critical aspects to optimize time and resource expenditures.
- Consistently ensured full compliance with regulatory requirements, overseeing reporting pertaining to fundraising initiatives.

WILLAMETTE UNIVERSITY | *Salem, OR*

Director of Development | 2001 - 2003

- Oversaw key aspects of institutional improvement and advancement efforts on behalf of private liberal arts university serving more than 1,500 students each year.
- Worked to advance institutional stewardship initiatives, overseeing development and maintenance of university-wide technologies and infrastructure systems.
- Interfaced with Board of Trustees throughout development and iteration of capital campaigns, advancing university impact.
- Promoted integrity of divisional database and financial reporting processes, ensuring accuracy of highly secure information.
- Supervised team of six professionals, working to promote integrity of divisional analytics strategies and efficient engagement methods to reach growth milestones.

REED COLLEGE | *Portland, OR*

Director of Information Resources & Prospect Management | 1996 - 2001

- Oversaw divisional technology infrastructure and information systems on behalf of development office of prestigious college serving more than 1,500 students annually.
- Successfully surpassed \$100 million goal of annual campaign by 15%, working with senior officers to develop outreach strategies to engage constituents and supporters.
- Worked to optimize performance and accessibility of systems accessed by 10 specialized staff, promoting integrity and functionality of data warehousing and reporting processes.
- Prepared briefs and informational materials for College President, Vice Presidents and trustees, ensuring accuracy of critical information while reporting to Director of Development.

SELECTED AWARDS & ACCOLADES

OREGON BIOSCIENCE INCUBATOR - *Member Company (2018 - 2022)*

CREATIVE DESTRUCTION LAB - *Health & Wellness Stream Program Finalist (2021-2022)*

ZURICH INNOVATION CHAMPIONSHIP - *Australia Finalist (2022)*

AMERICAN HEART ASSOCIATION – *EmPOWERED to Serve Grant Recipient (2021)*

AGING 2.0 - *Global Innovation Search Finalist (2021)*

AARP INNOVATION LABS - *Program Finalist (2021)*

GLOBAL INSURANCE ACCELERATOR - *Program Graduate (2020)*

HEALTH INNOVATION TECHNOLOGY - *Program Graduate (2020)*

CAREFACTOR AUSTRALIA - *Global Finalist (2019)*

XXCELERATE FUND - *Program Graduate (2019)*

WOMEN'S STARTUP LAB - *Program Graduate (2019)*

CONFERENCE PANELS & PODCASTS

THE HEART OF HOSPICE - *Podcast Guest: The Heart of Hospice (2022)*

SOCIETY OF ACTUATIES - *Panelist: ElderTech Summit (2020, 2021)*

AGING IN PORTLAND - *Podcast Guest (2021)*

WOMAN TO WOMAN - *Podcast Guest (2021)*

DIGITAL INSURANCE CONFERENCE - *Panelist (2021)*

WOMEN IN INSURANCE LEADERSHIP CONFERENCE - *Panelist (2021)*

HITLAB - *Webinar Guest: Women's Health Tech Wednesdays (2021)*

UNIVERSITY OF OREGON - *Panelist: Ducks Disrupt Healthcare (2020)*

ENTREPRENEUR'S ETHOS – *Podcast Guest (2020)*

PILOTING YOUR LIFE - *Podcast Guest (2019)*