

# Paul Smiley

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*"Paul is the ultimate Swiss Army Knife for pioneering organizations—and those that aspire to be."*

Leadership • Vision • Strategy • Planning • Design • Development

I am a strategic leader who is able to carve a clear direction through complex situations, view challenges and opportunities at various levels and provide solutions that are relevant and effective.

Teammates have said that I am adept at seeing underlying concepts that unite disparate ideas. A future-oriented innovator who can apply long-term insights toward today's success. A connector and gatherer who unites communities and teams around a common aspiration and purpose.

## Achievements

- Effectively led business, government and nonprofit clients through strategic decisionmaking and product development for web applications.
- Developed a 4 item (SKU) Consumer Product Brand and brought it to market. Included development of product, branding, marketing, investor relations, supplyline, business systems and operations.
- Co-led an acclaimed 20 year outlook comprehensive planning process for the central urban county in the Greater Cincinnati Region (population 840,000). Conducted extensive original research. Designed and led a comprehensive vision and planning process with broad engagement from all sectors resulting in the articulation of specific initiatives, and development of an implementation framework and plan.
- Built and led both creative and technical teams.
- Successfully served as the communication lead to mobilize eight thousand people in a six-week, \$12.5 million fundraising campaign.
- Designed and personally developed multiple web applications for the private and public sector, including governments, non-profits, mid-sized companies and startups with broad and active user bases.
- Successfully guided leaders, employees, vendors, customers and users through missional, organizational, technical and workflow changes.

## Experience

- Co-Founder, Chief Operations Officer, 48th Parallel, 2014–Present
- Co Founder, Partner, Product Development, Mt. Lookout Media, 2008–Present
- Communications Director, Vineyard Cincinnati, 2006–2014
  - Senior Leadership Team, Vineyard Cincinnati, 09–12
  - Director of Information Technologies, Vineyard Cincinnati, 09–12
- Webmaster, Hamilton County, Ohio, 2005–2006
- Senior Planner, Hamilton County Regional Planning, Cincinnati, Ohio, 1999–2005
- Planner, GIS Specialist, Hamilton County Regional Planning, Cincinnati, Ohio, 1997–1999
- Freelance Consulting, Design and Web Application Development, 1995–Present

## Education

## Affiliation

## Awards

- University of Cincinnati College of Design, Art, Architecture and Planning; Bachelor of Urban Planning, Comprehensive and Strategic Planning, Organizational Theory, Urban Design, Geographic Information Systems, 1999
- Extensive training in leadership, leadership development, mentoring, project management, leading creative teams, directing software development teams, advanced Geographic Information Systems, georeferenced data database architecture and administration, enterprise GIS infrastructure and administration, app development, advanced data modeling and projections with big data.
- Self-guided training and experience with: ASP/ASP.NET, PHP, MVC development patterns, SQL Server, Oracle RDBMS, MySQL, MongoDB, VB Script, JavaScript, AJAX, XML, JSON, jQuery+Mobile, Bootstrap, Angular, Cordova Mobile App Development, Map Objects, Spatial Analyst, 3D Analyst, GIS Network Analyst, ArcIMS.
- Founder, Blue Jordan Records (local independent record label); 1996 - 2004
- Board member, Historic Southwest Ohio; 1999 – 2001
- Member of multiple local government boards and committees; 2000 – 2015
- American Society of Public Administrators (ASPA) Cincinnati Chapter “Innovator” award winner for 2004.
- Hamilton County Employee of the Year 2005
- National Association of Counties (NACO) and National Association of County Information Officers Awards for planning program design, publications, and graphic design
- National Association of Counties Officials (NACO) Innovator of the Year, 2004

## Peer Endorsed Skills

(LinkedIn)

- |                            |                           |
|----------------------------|---------------------------|
| • Leadership               | • Enterprise Architecture |
| • Comprehensive Planning   | • Web Strategy            |
| • Strategic Planning       | • User Experience         |
| • Conceptual Frameworks    | • User Interface Design   |
| • Interpersonal Leadership | • Database Design         |
| • Start-ups                | • Web Design              |
| • Nonprofits               | • Web Content Management  |
| • Government               | • Programming             |
| • Community Development    | • Databases               |
| • Creative Direction       | • Web Programming         |
| • Creative Problem Solving | • Mobile Web              |
| • Strategic Communications | • SEO                     |
| • Marketing Communications | • Adobe Creative Suite    |
| • Project Management       | • HTML                    |
| • Business Intelligence    | • JavaScript              |
| • Data Analysis            | • SQL                     |
| • Copywriting              | • jQuery                  |
| • Social Media             | • CSS                     |
| • Social Media Marketing   | • PHP                     |