

MAX SMITH

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I'm an Operator who walks into any situation and builds the systems and relationships that make it work. Endurance athlete, health & wellness obsessive, builder of Showgoer on the side. I am committed to emptying the tank.

ENDURANCE, PHILANTHROPY & HEALTH

- **29029 Everesting (Whistler, 2022)** – Climbed the equivalent of Mt. Everest in 36 hours; featured athlete in a 29029-produced short film documenting the training journey
- **American Liver Foundation Marathons** – Finished 2023 Montana marathon in 4:30 after a 3-week training block in honor of my late father; currently training for the NYC Marathon, raising \$5,000 for ALF
- **UGC Creator, H2Tab** – Producing organic content for an emerging hydration and wellness CPG brand

VENTURES

Showgoer | Founder Nov 2025 – Present

- Built and launched a digital concert passport app solo while working full-time, currently in App Store review with 30 active beta users
- Validated early product-market fit through direct outreach to live music fans and venues with zero paid marketing

AI-Native Web Development Jan 2026 – Present

- Designed and shipped The Creator Collective's first marketing website (UGC agency) in 3 days using Claude Code and Cowork, then iterated for a month based on founder feedback
- Currently engaged to design and build a website for a private therapy practice

PROFESSIONAL EXPERIENCE

The Expert Press – Remote

Director of Operations Jul 2023 – Present

- Reduced customer churn by 46% in 8 months by building insights dashboards, customer health tracking, and leadership reports adopted by executives to drive retention strategy
- Secured 86% renewal rate and generated \$300K ARR by redesigning onboarding and engagement programs to lift activation and lifetime value
- Lead weekly leadership standups and present quarterly results to the Board of Directors, owning OKR setting and cross-functional accountability through the EOS framework
- Manage company-wide execution through Monday.com, aligning teams on priorities that drove 500+ national publication placements for customers

Market Analyst Jan 2023 – Jun 2023

- Partnered with engineering to design an automated interview system that became a new product offering, while owning CEO's strategic priorities and Board reporting

PointsBet – Denver, CO

Promotional Strategy Analyst May 2021 – Dec 2022

- Developed and optimized 2,000+ SQL queries in Microsoft Azure to power business strategy across multiple verticals
- Built a machine learning clustering model to identify churn behaviors, adopted by leadership to shape new promotional retention strategies
- Partnered cross-functionally with CRM, Marketing, Social, and Product teams to inform campaign strategy and audience targeting

EDUCATION

The University of Arizona – Tucson, AZ

Bachelor of Science in Business Administration, Management Information Systems | 2017 – 2021

Cum Laude | GPA: 3.6/4.0 | Eller ELITE, Eller Leadership Board, Dean's List, Zipperman Scholar, Arizona Excellence Award

SKILLS & INTERESTS

Skills: Strategy & Operations · Customer Success · Product Management · Cross-functional Leadership · AI-Native Building (Claude Code, Cowork, Bolt.new) · Data Analysis · SQL · GTM Planning

Interests: Endurance Racing · Health & Wellness · Live Music · Global Cuisine · Travel