



BRAD SMITH

MARKETING STRATEGIST

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My name is Brad Smith and I work as the Vice President of Marketing for Parabellum Fitness. Previously I worked as the Director of Marketing and Communications at Intercept Health, a behavioral healthcare company. Prior to that I worked 16 years for an international lock manufacturer ASSA ABLOY. I worked my way up through the organization with various roles in the marketing department. The last five years with ASSA ABLOY I lead the marketing department for several brands, including Medeco which were a part of the subgroup High Security and Aftermarket. During this time, I have also carried dual roles in product management, brand management, and project management.

My personal vision to make a difference in the daily lives of others; empowering coworkers, listening to partners, and promoting an inspiring brand image. My commitment is to listen to our partners and reflect an outward mindset, showing a commitment on growing and impacting their business and not just improving our own. If you feel this would be a good fit with your values and strategy, please contact me 540-529-9858.

Qualifications:

- MBA, Radford University. BS Marketing Management, Virginia Tech
- 20 years marketing experience
- 7 years Director level leadership experience
- 12 years digital marketing experience including social media, Adwords, YouTube & Analytics
- 8 years of team leadership experience
- Experience with Adobe Creative Suite
- Marketing experience at the New River Valley Speedway
- Computer skills using Mac and PC platforms
- Experience in Graphic Design, Communications and Digital Media

Sincerely,

Brad Smith
