

David Smith
Founder, President and CEO

As founder, president and CEO of SurfMonkey.com, David Smith brings to the company significant entrepreneurial experience in starting and managing high-growth companies. He is a 20-year veteran of the PC industry with additional, proven expertise in strategic global marketing, branding, sales and distribution for a host of established, as well as emerging computer companies, and web-based businesses. Among his most compelling ventures to date, Smith and his growing team of 50 professionals have created the first complete Internet solution and portal just for kids, which fulfills a growing need for safe, fun, high-quality web experiences for children.

Prior to SurfMonkey.com, Smith co-founded and led an early Internet and multimedia pioneer, Xpand, Inc., the creators of the first virtual trade show on CD-ROM, whose customers included IDG, (producers of the MacWorld Expo), the National Association of Broadcasters, Apple Computer, among others. Under Smith's direction, Xpand developed and leveraged a proprietary multimedia and virtual reality authoring and browsing system.

Before coming to the United States in 1994, Smith was Apple world marketing manager for Apple Computer, where he was responsible for the company's branding activities in European markets. He also served as a member of a worldwide branding task force. Additionally, he worked in the U.K. as a third-party channel manager, developing and launching the Apple Accredited Distribution Program, which was widely adopted by the company's international subsidiaries.

Smith is also a seasoned presenter, having spoken at a variety of key industry and financial forums, including Digital Living Room, the Hambrecht & Quist Technology Conference, the Robertson Stephens Millenium Conference, the Interactive Kids Conference, as well as a host of broad-based PC industry venues around the world. Additionally, he has authored *The Changing European Distribution Channels*, part of the *HighTech Marketing Companion*, published by Addison-Wesley.

Smith holds a bachelor's degree in computer science and economics from the University of Leeds, UK, where he graduated with honors. He also earned a postgraduate diploma (MBA equivalent) in marketing from the University of Westminster, London, England.