

# Kimberly Smith

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Successful CEO, serial entrepreneur, corporate leader and published author with a proven, award winning expertise, in national brand development, product development and evolution, corporate growth, product monetization and board strategy.

## **SUMMARY**

- Masterminded evolution of companies establishing growth and transforming organizations into industry leaders
- Grew revenues from startup to multi-million dollars successes
- Diverse leadership responsibilities and experience
- Strong understanding of business evolution from start-up to multi-million dollar corporation
- Project oriented with background in marketing, management and conflict resolution
- Developed and implemented numerous restructuring and growth plans
- Negotiated and executed company sale

## **STRENGTHS**

Visionary, organized, intuitive, self-motivated, responsible, leader, fast learner, receptive, detailed oriented, analytical

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## **Board Service**

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### **Ben Franklin Academy – STEAM Charter School** *Highlands Ranch, CO*

The Ben Franklin Academy (BFA) Board of Directors (Board) works for the students, parents and patrons of BFA in promoting the vision and mission of the school. As a governing board, BFA's Board sets policies and has oversight over financial matters of the school while focusing on the long-term strategic direction of the school.

- Appointed Board Member and Board Succession Committee

### **Clinica Verde – Health & Hope** *Boaco, Nicaragua*

Clinica Verde is a health design organization, using a human-centered approach to innovative inpatient experience. They focus on low-income and marginalized populations, improving delivery systems and supporting people by uncovering their needs, desires and challenges. They have the experience to design and build physical structures as well as create patient experiences that improve process and deepen connection. They approach their work with compassion and commitment to those living in need.

- Appointed Board Member

### **CHPA – Corporate Housing Providers Association** *Indianapolis, IN*

Members of the CHPA Board of Directors make the policies for the trade organization and monitor the execution of those policies. The Board determines the organization's present and future direction including: general and specific policies, long-range planning, management and augmentation of finances, personnel policy, and working relationship with the headquarters staff.

- Elected Board Member, Board Chair, Vice President and Treasurer

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## Employment

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**AvenueWest Global Franchise, LLC** (2017 – Present) Business Development *Denver, CO*  
Franchise Brand Development

**AvenueWest Global Franchise, LLC** (2009 – 2017) CEO / Founder *Denver, CO*  
Franchise Development of Corporate Housing Real Estate Property Management Business Model

- Negotiated and executed sale in 2017

**Corporate Housing by Owner / CHBO** (2005 – 2017) CEO / Founder *Denver, CO*  
On-line Market Place for Corporate Housing

- Negotiated and executed buyout in 2017

**AvenueWest Corporate Housing, Inc.** (1999 – present) CEO / Founder / Broker *Denver, CO*  
Corporate Housing Real Estate Property Management

- Visionary leadership and executive oversight experience
- Goal-setting and strategic planning skills
- Proven value as a strategic advisor
- Proven ability to work collaboratively within multidisciplinary groups
- Strong communication skills and ability to build consensus
- Industry expertise and leadership
- Financial acumen
- Demonstrated problem-solving abilities
- Public/community relations and experience as a spokesperson

**American Marketing Systems, Inc.** (1997-1999) General Manager *San Francisco, CA*  
Facilitated merger between American Property Exchange and Kocina/Fleischer Corporation resulting in the establishment of AMSI. Negotiated strategic alliances with international corporations to build market share and establish framework for expansion. Created bonus and commission structures for all departments promoting individual commitment and incentives for top producers. Established corporate structure and managed department managers reporting directly to the CEO and CFO. Developed, reviewed, and evaluated all financial statements and statistics producing detailed reports to be utilized in determining corporate strengths, weaknesses to assure the forward progress of the corporation.

**American Property Exchange** (1996 – 1997) Unit Acquisition Manager - Furnished Rentals *San Francisco, CA*  
Responsible for hiring and training staff and real estate contractors. Developed commission structures and management fees resulting in annual commissions of \$2.3 million in furnished leasing commissions up from \$440,000 in 1994. Researched and located new office complex, facilitated move of the entire company. Established a Windows NT network with over 40 workstations and oversaw transfer from DOS only system.

**American Property Exchange** (1994 – 1996) Unit Acquisition Agent - Furnished Rentals *San Francisco, CA*  
Developed marketing strategies and owner investment packages to secure contracts for private investors in the management of furnished corporate rentals. Streamlined and established policies for efficient processing and servicing of new and existing investment property owner accounts. Designed and regulated sales statistics vehicles to track, evaluate and motivate business.

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## Awards & Honors

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**2018 Colorado's Companies to Watch Award**

Colorado Companies to Watch is an awards program honoring 2nd-stage companies headquartered in the state of Colorado. The 2018 finalists were selected because they significantly impact the state's economy by collectively providing thousands of jobs and contributing millions of dollars in revenue while representing Colorado's diverse economic landscape

**2018 Industry Influencers - Think Realty Magazine**

Think Realty's 2018 Industry Influencers list recognizes seven individuals who are making very distinct, measurable differences in the way that the real estate industry invests and in how the industry as a whole is perceived by the general public.

**2017 Women to Watch - Think Realty Magazine**

Top 10 Women to Watch in the US - Real Estate Innovation and Success.

**2013 Outstanding Women in Business – Real Estate**

Denver Business Journal

**2013 CHBO Company of the Year – Associate Partner**

An honor bestowed by our industry's trade organization: Corporate Housing Providers Association (CHPA).

**2010 AvenueWest Company of the Year – Provider Partner**

An honor bestowed by our industry's trade organization: Corporate Housing Providers Association (CHPA).

**2010 Generation XYZ Leaders – Top 5**

Colorado Biz Magazine

**2009 40 Under 40**

Denver Business Journal

**2009 Power Book Finalist - Residential Real Estate**

Denver Business Journal

**2007, 2008, 2009 Inc. 5000**

Inc. Magazine list of 5000 fastest growing companies

**2003 AvenueWest Emerging Business of the Year**

DMCC / Denver Metro Chamber of Commerce

**2000 Fastest Women Owned Business in the State of Colorado**

Colorado Biz Magazine

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## Published Books, Articles & Press Coverage

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**Idiot's Guide: Making Money with Rental Properties**

Internationally published and distributed by Penguin Publishing Group

**The Corporate Housing Handbook**

How to Invest in Corporate Housing Real Estate, Distributed on Amazon

**The CHBO Corporate Housing Real Estate Report**

Annual Statistical Report of the Corporate Housing Real Estate Industry 2010 – 2017, Distributed on Amazon

**NY Times** – Good Job Offer, But What about the House

**NY Times** – Not Home, But not a Hotel

**Inc.** – Corporate Housing is Making Talent More Productive

**Think Realty** – Investing in Corporate Housing, Monetizing the 30 Day Stay

**Personal Real Estate Investor Income** – The Sleeping Giant is Stirring

**Mobility Magazine** – Corporate Housing Myths Debunked

**USA Today** – Some Owners Rent Out Homes as Corporate Housing

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## Education

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### **PRINCIPIA COLLEGE**, Elmhurst, IL

Bachelor of Arts - Political Science, Honors 1995

Focus on political philosophy and Vietnamese studies; Additional study in business and mathematics

College Honor Roll; Deans List; Graduated with Honors.

- Presidential Merit Scholarship
- Appointed Public Affairs Conference Executive Board
- Lecturer: Popular Culture Conference; Sixties Generation Conference
- National Truman Scholarship Nominee 1995 – Graduate Studies

### **LEADERSHIP DENVER 2002**

Denver Metro Foundation

### **LICENSES**

- California Real Estate Broker License (1995 – 2012)
- Colorado Real Estate Employing Broker License (1999 – Present)
- CCHP / Certified Corporate Housing Professional (2012 – Present)