



Siera Smith

Vice President of Operations, WebMax

Siera Smith is responsible for overseeing day-to-day operations to support the growth of WebMax and add to the bottom line of the organization. Her main focus is on strategic planning and goal-setting while also creating, implementing, and managing key organizational policies, processes, reports, and standardizations. She works daily to improve inefficiencies while also managing the marketing and business development departments. While overseeing marketing, she has developed and implemented the company's marketing strategy by studying economic indicators, tracking trends, identifying current and future customer needs, and monitoring competition. Smith continues to train the marketing team as she increases marketing effectiveness by identifying short-term and long-term issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; and implementing directives for the brand. She is also responsible for the development and execution of WebMax's business plan, monitoring of company budgets, and retention of current clients.

Smith has a Master's in Business from Rutgers University and was on the executive board for the Rutgers MBA Association. Additionally, she is member of the Marketing Committee for the South Jersey Young Professionals Association, is a certified Six Sigma Green Belt, and founder of a marketing firm that provides services to small businesses in Southern New Jersey.

Smith was the Director of Marketing at WebMax before stepping into the role of Vice President of Operations. Previous to joining WebMax, Smith was the Special Events Coordinator at the Chamber of Commerce Southern New Jersey and served on their ISO management team; planning and executing over 250 corporate events, conducting process and procedure improvement, implementing marketing campaigns, social media initiatives, and organizational strategy. She also completed a Corporate Communications Co-Op at South Jersey Industries. Smith received a Bachelor's of Communications and Public Relations from Stockton University; magna cum laude and program distinction. She was the founding president of Stockton's Public Relations Student Society of America chapter and a member of the Golden Key International Honour Society.

Smith provides value to the WebMax team through her experience with organization development, standardizations, training, and the implementation of marketing strategies. She is an eager, motivated individual that offers insight into brand development and recognition, methods for increasing revenue, and enhancing productivity within the organization to improve the bottom line. Additionally, as a MBA graduate, she can provide dynamic, versatile methods to enhance our business and marketing strategies.