CY SMITH

OPERATING PARTNER

Partnering with CEOs, Boards & Investors to Create and Grow Enterprise Value

CS

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Executive Biography

Partnering with leaders to build increasing enterprise value.

Cy Smith is an Operating Partner, Board Advisor, entrepreneur, and growth executive who partners with leadership teams to build enduring enterprise value through strategy, innovation, commercialization, capital formation, and operational execution. His career spans software, telecommunications, artificial intelligence, supply chain technology, real estate, and manufacturing, where he has consistently transformed emerging technologies and ambitious ideas into scalable businesses, new market opportunities, and lasting enterprise value.

VALUE CREATION

Partnering with boards, investors, and executive teams to improve strategic decision-making, unlock growth opportunities, and create measurable business value.

1 Billion+

Enterprise Value Created

Strategy

Strategic Direction

Capital Allocation

Execution

Operational Excellence

Organizational Scale

Growth

Revenue Expansion

Innovation & Commercialization

$100M	24	35+	5
Enterprise Contracts	Patents	Years	Companies Founded

SIGNATURE CONTRIBUTIONS

ATC • Founder & CEO

Making better strategic and operational decisions through data and emerging technologies.

Strategic Capital Allocation

Developed an integrated capital allocation methodology combining engineering, demographic, geographic, and financial analytics. **The framework demonstrated that Tier-1 telecommunications providers could capture ~80% of market demand while deploying only 50% of planned infrastructure capital, fundamentally improving the economics of network investment programs exceeding $1 billion.**

Network Quality Improvement

Applied advanced statistical quality methodologies to telecommunications networks, enabling providers to prioritize maintenance investments using predictive analytics rather than reactive engineering practices. **The framework improved network reliability while increasing the return on maintenance investments through predictive prioritization.**

Mobile Workforce Optimization

Designed and implemented one of the telecommunications industry's first large-scale GPS-enabled workforce optimization initiatives, providing real-time visibility across ~15,000 field technicians. T**he solution improved technician productivity by ~25%, transforming dispatch operations and establishing a new model for managing large mobile workforces.**

SIGNATURE CONTRIBUTIONS

AirSage • Founder & CEO

Transforming anonymous mobile signals into enterprise intelligence.

Commercializing Mobile Location Intelligence

Recognized that anonymous mobile network data represented far more than a telecommunications asset—it could become an entirely new source of business intelligence. Developed one of the industry's earliest commercial platforms for transforming billions of mobile location events into actionable insights for government agencies, enterprises, and investors, creating a new category of location intelligence.

Redefining Transportation Planning

Transportation agencies had long relied on traffic counts and roadside surveys to understand travel behavior. Introduced a fundamentally different approach by measuring how people actually moved through cities using anonymous mobile location data, enabling transportation planners to make more informed infrastructure and capital investment decisions.

The paradigm shift wasn't better traffic counts—it was understanding human mobility.

Redefining Trade Area Analytics

Traditional retail site selection depended heavily on demographic studies, surveys, and limited traffic counts. Developed new methodologies that measured actual consumer movement patterns, providing retailers, developers, and commercial real estate organizations with a more accurate understanding of customer behavior and market opportunity.

This transformed location selection from estimation to observation.

Predictive Investment Intelligence

Recognized years before "alternative data" became mainstream that aggregated human mobility patterns could serve as leading indicators of business performance. Developed analytical methodologies that enabled w to forecast company performance using real-world consumer behavior, laying the foundation for later enterprise initiatives with organizations including Nokia, Comcast, TCI, and Argus to unlock strategic value from their own large-scale data assets.

SIGNATURE CONTRIBUTIONS

ketteQ • Founding CEO

Reinventing enterprise planning for the era of AI, cloud computing, and continuous intelligence.

Re-Architecting Enterprise Planning

Legacy planning platforms were constrained by decades of technical debt, making it difficult to leverage modern cloud computing, real-time data, and artificial intelligence. Built a next-generation planning platform from the ground up using cloud-native architecture, enabling organizations to process vastly larger volumes of internal and external data while continuously optimizing enterprise decisions.

Planning evolved from static software to a continuously learning decision platform.

Reimagining Enterprise Planning

Traditional planning systems relied on periodic forecasting and disconnected functional models. Developed a planning framework that continuously evaluated demand, supply, inventory, capacity, and financial trade-offs as a connected enterprise system, enabling faster, more adaptive business decisions.

Enterprise planning shifted from periodic forecasts to continuous decision-making.

Future-Proofing Enterprise Planning

Recognized that the next generation of enterprise planning would require more than new algorithms—it demanded a fundamentally new architectural foundation. Built a cloud-native platform designed to rapidly incorporate advances in computing power, artificial intelligence, optimization, and emerging data sources, allowing organizations to continuously improve decision-making without being constrained by legacy technology.

The architecture positioned enterprises to benefit from future innovation rather than continually catch up to it.

SELECT ADVISORY ENGAGEMENTS

CARL • Co-Founder & Strategic Advisor
Capital Innovation & Investment Platforms

Co-founded CARL to expand access to institutional-quality alternative investments through a technology-enabled investment platform. Advises fund managers and growth companies on capital strategy, investor positioning, and institutional fundraising.product and business strategy.

Alternative Investment Platforms & Capital Innovation

Pentas Homes • Operating Partner
Institutional Growth & Capital Strategy

Partnering with ownership to accelerate growth through institutional capital formation, business planning, and investor communications. Developed financial models, market analyses, investor presentations, and a Rule 506(c) investment fund while helping secure ~$10M in financing.

Established the foundation for institutional-scale growth.

USA Apparel • Strategic Advisor
Business Launch & Strategic Transformation

Working with leadership to relaunch a domestic apparel manufacturer by developing financial strategies, capital plans, operational roadmaps, and investor materials. Advising management on business scaling, automation initiatives, and institutional fundraising as the company prepares for growth.

Positioning the company for scalable growth.

Tradeflow Capital • Strategic Advisor
Strategic Growth & Institutional Expansion

Advising executive leadership on U.S. market expansion, institutional positioning, and product strategy for a global trade finance platform serving family offices, wealth managers, RIAs, and institutional investors. Supporting capital formation and strategic partnerships to accelerate AUM.

Positioning Tradeflow for global institutional growth.

Arco Capital • Founding Partner
Destination Development & Strategic Vision

Co-founded Arco Capital to develop destination-oriented mixed-use communities centered on long-term demographic and consumer trends. The inaugural project integrates residential, hospitality, entertainment, sports tourism, and retail into a development designed to create lasting economic value.

Creating destinations—not just developments.