

Customer Experience 4.0 – Accelerating Revenue Through Digital Transformation



Dale SMITH

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A **Silicon Valley** veteran with over 30 years experience in the high-tech sector, Mr Dale SMITH enjoys operating at the intersection of **strategy and technology** which he does daily as **Managing Director** of **WebWorX**, a boutique agency specializing in digital infrastructure for **entrepreneurial enterprises** to **accelerate revenue performance** and achieve their **growth potential**.

With an MBA in **International Business** from the University of San Francisco School of Management and a BSc in Electrical Engineering from the Missouri University of Science & Technology, he is also a part-time **lecturer** in **Computer Science Engineering** at Supinfo International University where his teaching remit includes Web Strategy, Cloud Computing, Enterprise & Web Applications and **Digital Entrepreneurship**.

As a technologist with a focus on revenue operations (i.e. **RevOps Technologist**), he is passionate about the **disruptive potential** of **digital technologies** to create **extraordinary customer experiences** that transform **business models**, redefine the economics of entire **markets** and serve a platform for **renewable wealth creation**.

RevOps Technologist, Customer Experience Thought Leader, Digital Practitioner

4.0 Leadership
Surviving the Industry 4.0 New Frontiers