



C H A R L E S D .
S M I T H J R .

CULTURAL **AMBASSADOR**

Charles D. Smith, Jr. Smith is a cultural ambassador, bridging people, cultures and ideas. His versatility on the court is now playing out in his career where he is firmly positioned at the intersection of sports, business, events, and technology. Over the years, he has secured deals on three continents across nearly a dozen countries including the U.S., China, Hong Kong, Argentina, Australia, Qatar, Colombia, Barbados, Taiwan, Indonesia, and Macau.

During his tenure with the NBA, Charles D. Smith, Jr.'s reputation as a fierce competitor, listener and leader is well known. He greatly impressed and inspired those within his sphere of influence. Charles possesses a mastery of people connection that awed those at the administrative level of the sports and continues to have that impact within the varied corporate industries he has collaborations with. Upon retirement from basketball, that competitive spirit continued to influence his corporate executive endeavors, further crafting Charles into the innovative, creative entrepreneur who is a maestro connector and collaborator.

A groundbreaking innovator of customizable applications and pioneer in the late 90s, Smith demonstrated that he could pivot in the corporate world with the same ease he did on the basketball court. He was founder and CEO of New Media Technology Corp. He developed the patent - system and method for computer-assisted manual and automatic logging of time-based media. Major League Baseball (MLB) was an anchor client and today, Hewlett Packard, North Plains and Stats Inc. are licensees. There Smith focused on corporate trade through the restoration of value to companies' underperforming assets and excess inventory in exchange for their media spend.

To expand his entrepreneurial experience, Smith curated intimate, deal-making conferences for athletes, businesses, and Family Offices at iconic NYC venues, including Nasdaq and NYSE, during which non-traditional business-athlete partnerships were formed.

CHARLES D. SMITH JR.



Smith's hard-driving work ethic has played out in the corporate work at MediaComm, where he became one of the few NBA athletes to successfully transition from the court to the corporate leadership suites, rising to become head of sports and entertainment for the company, which is owned by the largest media company in the world, WPP/GroupM. He drove the strategy and directed a team that created value for talent through social media services and brand partnerships.



Smith's outstanding leadership and strategic thinking skills were developed during his playing days in the NBA, when he became a Team Representative for the National Basketball Players Association (NBPA) and then as first vice president, a position specifically created for him by the NBPA. Add to this, his role in working with two other NBA players who launched the NBPA Foundation, a non-profit to create meaningful change through the support of both charitable organizations and retired players in need.



As the executive director of the National Basketball Retired Players Association (NBRPA), he took on the bold move to restructure the organization, then attempting to inspire the next generation of basketball players, Smith founded Legends Care, a foundation which specifically addressed ways to positively impact communities and youth through basketball worldwide.

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A former U.S. Olympian, Smith's additional honors include "30 Under Thirty" by Urban Profile Magazine and "Top 40 under40" Entrepreneurs in the state of New Jersey by NJ Biz Magazine. Smith is a graduate of the University of Pittsburgh, a participant in an Executive Entrepreneurs program at Stanford University and has taught entrepreneurial classes at the Learning Annex in New York City.

Smith is a proud father of four sons who are following their Dad's footsteps, in forging their path in business and entrepreneurship.