

# HOW TO BUILD YOUR CAREER IN GLOBAL BUSINESS: IDEAS FOR KENNEDY CENTER UNDERGRADUATES



THURSDAY, 25 OCTOBER  
2:00 P.M.  
238 HRCB



## Davis Smith

Co-CEO, BABY.COM.BR

Davis Smith founded and built Brazil's leading e-commerce retailer [baby.com.br](http://baby.com.br), recognized by *Forbes* as one of Brazil's top five startups. Smith raised \$23M in venture capital, and in the third month of operation the site reached more than one million visitors per month and shipped one thousand orders in a single day, growing from a small team to over one hundred employees. In July 2012, he expanded into the child-focused flash sales site [dinda.com.br](http://dinda.com.br) for mothers with children and infants. His first venture, [pooltables.com](http://pooltables.com), grew to become the largest pool table retailer in the U.S. with retail outlets in four states—starting with about \$20,000 scraped together from family and friends. According to a *New York Times DealBook* feature, “The venture taught them business basics, such as

how to coordinate with vendors in China and how to run an e-commerce site—[and] was profitable in its first year.” Smith had previously been an Entrepreneur in Residence (EIR) with Alta Ventures Mexico, an early-stage venture capital firm in Monterrey, Mexico, and a project manager with Del Sol, LC, directing the opening of twenty retail stores. He received a BA in international studies with minors in management and Latin American studies and a Global Management Certificate from BYU, an MA in international studies from the Lauder Institute of Management and International Studies, and an MBA in entrepreneurial management from the Wharton School at the University of Pennsylvania.