

## Contact

tylerwsmith@hotmail.com

[www.linkedin.com/in/tyler-w-smith](https://www.linkedin.com/in/tyler-w-smith)  
(LinkedIn)

## Top Skills

Wildfire Solution

Consulting

Digital Strategy

# Tyler Smith

Account Executive - Wildfire Technology Advocate

Mission, British Columbia, Canada

## Summary

Experienced Technical Sales Specialist with a demonstrated history of working in the environmental services industry. Highly motivated sales professional with skills in prospecting, consultative selling, government RFP's, sales strategy, account management, project management, and business development.

Wildfire risk is increasing globally, I believe the right tools and technology can make a big difference for wildland fire fighters, impacted communities, organizations with unprecedented levels of risk and the overall well being of the global environment.

My technical capabilities enable me to apply technologies such as remote telemetry, remote communications, real time monitoring and remote sensing, and GIS enabled solutions for situational awareness. Technology can enhance wildfire decision making, which ultimately leads to better wildfire outcomes.

One of the projects I have previously worked on is <https://fts360overwatch.com/> which can help protect communities from wildfire by providing real time video inspection, monitoring and alerting of wildfire events.

---

## Experience

OroraTech

Account Executive

October 2022 - Present (8 months)

North America

In my role with OroraTech I am focused on bringing Wildfire Satellite Thermal Imaging to the North American wildfire market. This technology can help wildland firefighters detect and monitor wildfire activity... from space!

AEM

## Senior Account Executive

January 2022 - September 2022 (9 months)

## FTS Inc.

13 years 9 months

## US Wildfire Sales Manger

December 2019 - January 2022 (2 years 2 months)

Team leader of a small highly skilled, successful sales team focusing on wildfire risk management and emergency preparedness. The solution set included hardware, installation, maintenance, data as a service (DaaS) and software as a service (SaaS). The team was responsible for all outbound sales prospecting, customer facing sales meetings at all levels of government and wildfire impacted businesses, RFP bid preparation and negotiations, customer onboarding and retention, SaaS renewals and customer satisfaction. In a leadership position I was able to develop junior sales reps to improve their capabilities, grow their professional skills and exceed sales targets.

## Account Executive

May 2008 - December 2019 (11 years 8 months)

Proven successful top performing Account Executive selling remote sensing equipment to government agencies with a specific focus on wildfire and emergency event mitigation. Advocate for National Fire Danger Rating System, community engagement and awareness of wildfire, emergency preparedness and prevention. Utilizing remote sensing to provide advanced insights into wildfire conditions to enhance situational awareness. Key skills include, prospecting, sales demos, face to face meetings and presentations to government accounts ranging in size from local agencies to national offices. Highly skilled in strategic sales planning and execution, CRM reporting, relationship building and simplifying a technical product.

## Fishlodges.com

### Co-Founder

November 2014 - May 2017 (2 years 7 months)

Canada

Co-founder of lean startup [www.fishlodges.com](http://www.fishlodges.com) online booking platform. Fishlodges.com specializes in fishing vacations and helping people find the exact type of adventure experience they are looking for. Truly delivering a once in a lifetime experience for fishing enthusiasts across North America.

## Education

University of Regina

BaSC, Electronic Engineering · (1997 - 2002)