

**Don Smith**

Don Smith is the Chief Consulting Officer at Capillary

An avid theater aficionado, Don has a passion for presentation. That passion informs Don's marketing data analytics philosophy in favor of a dynamic storytelling model that brings numbers to life through contextualization and the generation of actionable insights.

Don earned his Ph.D. in Political Science from Florida State University and spent 11 years teaching statistics and policy evaluation in academia. Prior to joining Brierley, Don was a research director for Dallas County, in charge of database modeling, data mining, and program reporting. He has authored several journal articles and a full-length book.