EXHIBIT 1

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Curriculum Vitae

Michael D. Smith

ADDRESS

Heinz College of Information Systems and Public Policy
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ACADEMIC POSITIONS

2018-Present **Carnegie Mellon University** **Pittsburgh, PA**
J. Erik Jonsson Professor of Information Technology and Public Policy
Co-Director, Initiative for Digital Entertainment Analytics (IDEA)
Co-Director, Initiative for Teaching and Education Analytics (iTEA)
Heinz College of Information Systems and Public Policy

2011-2018 **Carnegie Mellon University** **Pittsburgh, PA**
Professor of Information Technology and Marketing
Co-Director, Initiative for Digital Entertainment Analytics (IDEA)
Heinz College of Information Systems and Public Policy

2009-2011 **Carnegie Mellon University** **Pittsburgh, PA**
Associate Professor of Information Technology and Marketing
Heinz College of Information Systems and Public Policy

Summer 2010 **London Business School** **London, UK**
Visiting Associate Professor of Management Science and Operations

2006-2009 **Carnegie Mellon University** **Pittsburgh, PA**
Dean's Career Development Chair,
Associate Professor of Information Technology and Marketing
Heinz College of Information Systems and Public Policy

2000-2006 **Carnegie Mellon University** **Pittsburgh, PA**
Assistant Professor of Information Technology and Marketing
H. John Heinz III School of Public Policy and Management

EDUCATION

1996-2000 **MIT Sloan School of Management** **Cambridge, MA**
Ph.D. in Management Science and Information Technology
Dissertation Title: Essays on Structure and Competition in Electronic Markets
Dissertation Committee: Erik Brynjolfsson (Chair), John D.C. Little, Thomas Malone

1993-1996 **University of Maryland at College Park** **College Park, MD**

Master of Science in Telecommunications

Thesis Title: An Analysis of Internet Architecture and Services
Thesis Advisor: Curt Grimm

1986-1991 **University of Maryland at College Park** **College Park, MD**

Bachelor of Science in Electrical Engineering, Graduating Summa Cum Laude

Valedictorian and Commencement Speaker, College of Engineering

Spirit of Maryland Award, given by the University of Maryland to the most outstanding graduating senior on the basis of scholarship, leadership, and citizenship

Omicron Delta Kappa Leadership Honor Society Province I Leader of the Year, voted most outstanding student leader among the 24 colleges and universities in ODK Province I

INDUSTRY POSITIONS

1995-1996 **Booz·Allen & Hamilton** **McLean, VA**

Senior Consultant, Telecommunications Client Service Team
Evaluated voice, video, and data communication needs for clients. Performed laboratory experiments using various LAN/WAN technologies for client.

1993-1995 **GTE Systems Corporation** **Rockville, MD**

Member Technical Staff, Advanced Telecommunications Systems Group
Lead technical member of a team assisting in the development of new cellular fraud management products for GTE. Lead knowledge engineer for Telecommunications Network Modeling System.

1991-1993 **GTE Service Corporation** **Stamford, CT**

Engineering Associate Development Program
Completed management training program for GTE's top 20 engineering recruits. Program consisted of three assignments in different components of GTE Corporation:

- *Network Applications Specialist, GTE Northwest Telephone Operations.* Conducted strategic marketing analysis of selected major accounts in GTE's Northwest sales region.
- *Product Specialist, Digital Television System, GTE Spacenet, McLean, Virginia.* Assisted in product management of digital satellite television system.
- *Research Engineer, GTE Laboratories, Waltham, Massachusetts.* Performed experiments using Artificial Intelligence to dynamically allocate wireless communication channels.

TEACHING

95-422 – Managing Digital Transformation, CMU Heinz College, Undergraduate Information Systems Program, Fall 2023-Present.

94-732 – Managing Disruption in Media and Entertainment, CMU Heinz College, Master of Entertainment Industry Management Program, Spring 2021-Present.

95-722 – Digital Transformation, CMU Master of Information Systems Management Program, Fall 2005-Fall 2022. (Teaching Excellence Award, 2009)

95-732 – Marketing Digital Media, CMU Heinz College, Master of Entertainment Industry Management Program, Master of Entertainment Industry Management Program, Spring 2015-2020.

95-732 – Interactive Marketing: Technology in the Marketing Mix, CMU Master of Information Systems Management Program, Spring 2001-2014. (Teaching Excellence Award, 2004)

70-488 – Internet Marketing, CMU Graduate School of Industrial Administration, Spring 2001-Spring 2015. (Outstanding Faculty Award, CMU Chapter, National Society of Collegiate Scholars, 2002.)