

Benjamin Smithee
Chief Strategy Officer

RELEVENTS

Strategic Advisor
Spych Market Analytics



Ben is insatiably curious and passionate about connecting brands and organizations with people – through empathic and impactful experiences. He started SPYCH in 2009 and grew it to become an industry leader in the Insights & Intelligence industry, consulting some of the biggest brands in the world. After a successful exit from SPYCH, Ben joined RELEVENTS as Chief Strategy Officer in 2014, to help parlay his knowledge and expertise into a larger vision – pushing the industries he is passionate about forward to truly evolve.

A sampling of Ben’s clients have included McDonald’s, General Mills, Del Monte, HSN, eBay, American Cancer Society, Coca-Cola, Fiat, Pfizer, Pella Windows, The National Guard, Hallmark, GEICO, Kroger, Ad Council, and South by Southwest Interactive. Ben has also done an extensive amount of consulting in the fine jewelry industry, with clients spanning from Rio Tinto Diamonds to the largest fine jewelry retailers in the United States. He has been a regular keynote speaker for the Women’s Jewelry Association, JCK and WJSA.

Ben has been nominated as one of the Top 10 Youth Marketing Professionals in the US, published in leading business journals, and is continually sought-after as a consultant and keynote speaker around the world including the 2014 MRSS conference in Singapore, 2013 AMSRS National conference in Sydney, ESOMAR’s Qualitative Summits in Morocco and Vienna, and the global AQR/QRCA summits in Prague and Rome. He has also been a featured speaker for a variety of conferences ranging from the Idaho Fish and Game Department to the Women’s Jewelry Association in NYC, as well as venues such as the MRA CEO Summit, the Forrester Research Forum, QRCA, MRA, and the South by Southwest Interactive Festival.

When Ben is not submersed in the world of research and business, he is living out other passions of playing jazz saxophone, wakeboarding, snowboarding, baseball, golf, travel, food and wine. Ben can also be seen on KTXD’s The Broadcast – The Weekend Insider, where he serves as one of the tastemakers bringing you the latest on what’s new, trending and “must-do” in Dallas.