



Pathways to a Multi-Million Dollar Business



Terrand Smith

Founder and CEO

37 Oaks

A consummate retail professional, Terrand Smith oversaw close to \$1 billion in revenue during her 15+ year-long career in corporate retail. Working at the headquarters of CVS, Sears/Kmart, 7-Eleven, and Steelcase, she managed, grew, and restored categories with thousands of products and hundreds of vendor partners in over 15,000 retail outlets.

Her strengths were in optimizing product assortments; establishing pricing strategies; developing impactful promotions; improving inefficiencies; negotiating with vendors; developing innovations and managing profit & loss statements. These strengths allowed her to drive significant growth in sales, market share, profitability and new business models for her companies.

Smith is now the Founder and CEO of [37 Oaks](#), a Chicago-based commerce development & learning laboratory that educates and prepares entrepreneurs for growth through e-commerce, wholesale, storefront & **popup** markets. Strengthening and revitalizing communities through commerce is not only her mission but her responsibility. She is also an author of [Prepare to Shift: The Workbook](#) which outlines proven ways to shift a hobby into a growing business.