



Jeff Smith

World Fuel Services Corporation
Chief Operating Officer

Jeff Smith is World Fuel Service's Chief Operating Officer. Jeff's focus as COO is delivering innovation at the pace of the best tech companies by operationalizing culture – making it something you can learn, practice and improve.

Jeff believes that talent and culture are the differentiating factors of great companies. His organization strategy centers around building, nurturing and coaching small, self-directed teams that are loosely coupled and tightly aligned to Agile practices. His leadership beliefs focus on providing clarity of purpose for his teams and inspiring diversity of thought and collective wisdom to solve problems in unconventional ways. Jeff is driving an Agile culture of innovation and operational efficiency at WFS.

Prior to joining WFS, Jeff was Chief Information Officer at IBM. He was globally responsible for the company's IT strategy, resources, systems and infrastructure. In addition, he also led the Agile transformation across the company. Before leading IBM's IT organization, Jeff was CEO of Suncorp Business Services. He was responsible for Suncorp Group's shared services including technology, real estate, finance, procurement and BPO/ITO operations. Jeff has over 30 years corporate experience and has held senior executive roles in a number of companies including Telstra, Honeywell and Toyota.

A native of Ohio, Jeff earned a bachelor's degree in Applied Science from Miami University and an MBA from San Jose State University. He currently sits on the Board of Directors for Sonrai Security and on the Board of Advisors for Zoom and Box. In addition, he also served on the Australian Fulbright Commission awarding Australian post-graduate scholarships to US universities.