

Proposal Management and Executive Writing

Business Development, Program Management, and Operations Experience:

Strengthen and deepen your federal contract bid positioning and proposals with **end-to-end proposal management services** by leveraging technical **program and operations management experience**. Enhance your value proposition to prospective customers by seeing your proposals, marketing, and branding through your customers' eyes.

Customer Perspective:

Develop powerful proposals and corporate communications that your customers will recognize as avenues to *their* strategic objectives and solutions to their tactical challenges by driving clear feature-benefit messages derived from customer-facing leadership experience in **program management**, **business development**, and enterprise **operations**.

Effective Capture and Proposal Operations:

Streamline and optimize your capture and proposal processes by using collaboration tools for iterative, collaborative content generation and refinement, involving a community of capture and proposal contributors and subject matter experts.

Compelling, comprehensive, clear, technical writing informed by experience in ...

- **Strategic** Planning
- **Technical Program Management**
- Team **Leadership**, Training & Mentoring
- Enterprise Information Systems **Management**
- Tactical Execution
- **Marketing** and Branding
- Technical **Business Development**
- Business System and Process Architecture

Education

Bachelor of Science, Electrical Engineering – Villanova University
Master of Business Administration – College of William & Mary

Career Synopsis

INNOVIM, LLC, Greenbelt, MD 2012 – Present
Earth sciences and satellite data system engineering services to NASA and NOAA

Director, Business Development

Manages bid and proposal activities; mentors and develops technical staff in winning proposal content development. Leads, trains, and mentors staff in bid and proposal best practices.

- Manage and develop business capture processes to improve the selection and pursuit of strategically aligned opportunities.
- Develop and maintain Microsoft SharePoint proposal development and collaboration tools
- Lead marketing and branding – web, print, and social media – to present a compelling and consistent corporate image to employees, customers, and partners.
- Mentor and develop the technical and administrative team to develop quality products and proposals.

Syneren Technologies Corporation, Lanham, MD 2011 – 2012
IT and engineering services to State and Federal Government agencies

Manager, Business Development and Proposal Department

Led federal sector bid development and bid team collaboration. Led, trained, and mentored staff in bid and proposal techniques.

- Introduced a more strategically-oriented business capture process, mentored entry-level bid and proposal staff, and generally improved the quality of business development operations.
- Led or contributed to approximately one bid per month over more than one year in a small, rapidly growing enterprise; wins included a \$140 million ceiling IDIQ contract.

CSSI, Inc., Washington, DC 1994 – 2011
\$45 million aerospace research, engineering, and technical services contractor to the FAA and DoD

Chief Information Officer and Director, Quality Systems & Corporate Infrastructure (2006 – 2011)

Led enterprise IT operations staff and mentored/led senior operations staff over an organization of more than 325. Reporting to President, drove growth to \$45 million in 2010 by developing and implementing policies and procedures to improve competitive

position, corporate performance, and business process efficiency. Managed business development, facilities, HR, finance, contracts and marketing communications. Delivered and managed IT services.

- **Developed and managed** an IT infrastructure that served a \$70 million enterprise with over 400 users on an annual budget of less than \$1 million.
- **Developed SharePoint-based Quality Management System** with ISO 9001:2008 *e-Program files* and on-line deliverables tracking and repository that virtually eliminated Government audit risk, simplified quality surveillance audits, and provided a value-added feature to our customers;
 - ALL contracts/task orders were maintained and configuration-controlled in a central repository with role-based access for senior and project management staff; ALL deliverables (more than 200 per month) were tracked and available on-line with automated “deliverables due” email reminders, weekly metrics collection, processing, and reporting.
- **Designed and implemented a variety of enterprise business process systems**
 - **Business development opportunity tracking** and maintenance system driving capture discipline, and focusing attention on “the most important pipeline opportunity” resulting in an entire bid and proposal team prepared for the next RFP with a rigorously positioned, winnable opportunity.
 - **HR information system** with employee self-service allowing remote site employees to review and managed selected HR record content, request personal information data updates, and review salary, promotion, and related records. Benefit: improved morale in remote locations by establishing a convenient connection to headquarters HR resources, and reduced administrative errors by unifying the HR datasets across the enterprise.
 - **Paperless purchasing approval and asset management system** that allowed ALL employees to request and initiate a purchase using a documented, auditable approval process; benefit: no unauthorized employee expenditures; no need for a costly corporate purchasing department; enhanced employee empowerment and satisfaction.
 - **Financial management system** delivering to project, program, and division leaders real-time task-order, contract, or division revenue and profit data and trend metrics that drove business decisions directly improving those metrics.

Director of Program Engineering and Management Services (1994 - 2006)

Technical Program Manager; Business Unit Manager – Technical and Engineering Services to Federal Government Clients

Technical project manager, program manager, and Business Unit (Division) Manager (\$10M unit) with **P&L responsibility**, delivering technical services to Federal Aviation Administration organizations developing air traffic control automation systems. Led **business capture** initiatives and managed proposal teams.

- Led corporate capture and proposal effort culminating in a \$27 million, five-year contract award from the FAA.
- As a subject matter expert, prepared and delivered an “orals” briefing to technical, business, and political topics associated with implementing air traffic control service fees, contributing to a \$300M win for our prime contractor.
- Led development and institutionalization of a quality management system (ISO 9001) that reduced operating errors and increased customer satisfaction using documented, audited, repeatable business processes.

Martin Marietta Air Traffic Systems, Washington, DC

1985-1994

Project Manager

Performed system engineering and integration services for FAA air traffic control automation system project office.

Raytheon Submarine Signal Division, Portsmouth, RI

1984-1985

System Engineer

Provided software functional design development of attack submarine weapons control system. Reviewed, coordinated and documented weapon control system software functional design and testing.

Newport News Shipbuilding and Dry Dock Company, Newport News, VA

1981-1984

Project Engineer

Engineering liaison with major weapon system subcontractors participating in system design and installation into US Navy Fast Attack Submarines. Communicated structural, electrical, piping and other interface design data among contractors; developed system interface documentation; and facilitated communication across the multi-contractor system development team.