

CEO | PRESIDENT | COO

Senior executive with unique career of leadership roles in the U.S. Army and private sector, often doing both simultaneously. Defines and executes complex strategic initiatives, builds operational infrastructures, creates cultures of continuous improvement, and inspires employees in diverse environments. Creates value by operationalizing strategic vision, assessing risks, and unleashing the full potential of human and financial resources while leading with humility and authenticity. Impeccable security credentials (TS/SCI).

- **OPERATIONAL AGILITY.** Increased efficiency by streamlining decision-making and enhancing leader accessibility. Improved conversion from lead to sale by 86% while reducing cost per sale by 63%.
- **FINANCIAL ACUMEN.** Managed a \$425M budget, meeting or exceeding near-term and long-term KPIs. Made adaptive cash flow decisions based on incremental funding. Utilized pro forma modeling to forecast results and advocate for out-year resources.
- **NAVIGATING COMPLEX ACQUISITION PROCESSES.** Ran one of the Army's most complex IDIQ service contracts at \$4B over 10 years and played a key role in DoD's largest service contract, LOGCAP, during the descoping of logistics services in Afghanistan.
- **360 LEADERSHIP.** Aligned both internal and external stakeholders by devoting 40% of my time as a General Officer to engaging and collaborating with senior DoD officials, Congressional staffers, and CEOs of government contractors.
- **CRISIS MANAGEMENT.** Managed challenging situations within tight timelines, ranging from bomb threats in Afghanistan to hurricane relief to reputation management for the U.S. Army.
- **RESILIENCE AND DURABILITY.** Demonstrated the ability to excel in leadership roles in both the private sector and military simultaneously for over 15 years.

PROFESSIONAL EXPERIENCE**U.S. ARMY, Chicago, IL**

Jun 2019 – Jul 2023

Chief, Army Enterprise Marketing Office (CMO) – Major General

Handpicked by the Secretary of the Army to transform the Army's marketing capability in order to achieve recruiting goal of ~120K people annually. Owned \$425M marketing and advertising budget.

- **OPERATIONAL LEADERSHIP & CHANGE MANAGEMENT:** Built Army Marketing team from the ground up during COVID-19 pandemic. Led 65 internal and 300+ agency professionals, overseeing finance, accounting, contract management, program management, legal, audit, HR, production, corporate communications, and training and development.
- **STRATEGIC PLANNING & EXECUTION:** Increased marketing-attributable sales (recruit contracts) from 500 to over 23K+ accounting for ~40% of all contracts. Improved leads-to-sale conversions 86%. Reduced marketing cost per sale from \$32K to \$12K.
- **CORPORATE BRANDING:** Led first brand refresh in over 20 years reinventing the classic, "Be All You Can Be" campaign.

U.S. ARMY, 4TH EXPEDITIONARY SUSTAINMENT COMMAND, San Antonio, TX

2016 – 2019

Commanding General, Supply Chain Logistics – Brigadier General

Led military logistics organization that planned and executed supply chain and distribution management for humanitarian and military operations; scope of leadership spanned 6K personnel across 5 states and 25+ facilities with a \$25M annual budget.

- **CRISIS MANAGEMENT:** Spearheaded Hurricane Harvey immediate response efforts by rapidly deploying Houston-area Army Reserve units – resulting in evacuation of 4K+ people to safe shelter and providing countless people with food and water.
- **OPERATIONAL EFFECTIVENESS:** Maintained 90+% readiness rate on fleet of 1.5K+ military vehicles by providing vision and direction to meet operational continuity requirements.
- **LOGISTICS:** Ensured mission-readiness by supervising logistics planning, encompassing equipment maintenance, transportation, supply chain, field services, distribution, contract support, engineering, and reception of supplies.

THE CONTEXT NETWORK (Boutique consulting firm), Des Moines, IA

2006-2007, 2014 – 2019

Partner, Senior Consultant

Sold and led business strategy/planning projects from concept through delivery. Managed P&L, timelines, and deliverables.

- **STRATEGIC PLANNING:** Positioned equipment manufacturing client for competitive advantage by recommending new strategic initiatives based on impact of technology advances and changing industry structures.
- **MERGERS, ACQUISITIONS & INTEGRATIONS:** Helped international animal feed industry client find and select acquisition targets; supported post-acquisition product line rationalization and merging marketing, sales, and technical service organizations.
- **DATA ANALYSIS:** Conducted a future-state analysis of the agriculture crop input industry to identify the core competencies essential for the client's future sales force, and subsequently devised initiatives to address training and development needs.

NATO RESOLUTE SUPPORT MISSION, Kabul, Afghanistan

2015 – 2016

Brigade Commander, Logistics and Security Operations – Colonel

Base commander for the senior NATO headquarters in Afghanistan and senior advisor to the 4-star general in charge. Managed €46M budget and led multinational force of 700 personnel from allied nations.

- **TEAM BUILDING:** Built and trained high-performing, multi-national team that provided security and life support to 3K service members and civilians from 42 allied nations.
- **COLLABORATION:** Partnered with security and intelligence organizations and Afghan Security Forces to ensure security of U.S. and NATO interests in Kabul.
- **FACILITIES MANAGEMENT:** Managed busiest helicopter heliport in Afghanistan without incident, processing 9,500+ air missions and safely transporting 76K passengers in and out of Kabul.
- **OPERATIONAL INFRASTRUCTURE:** Oversaw security, warehouse operations, fleet management, food service operations, housing, transportation services, healthcare services, religious needs, contracts, infrastructure and facility management, employee welfare, and special events.

LOGISTICS CIVILIAN AUGMENTATION SUPPORT (LOGCAP) BRIGADE, Rock Island, IL

2012 – 2014

Brigade Commander, Industrial Base Logistics Support (PT) – Colonel

Project lead for program augmenting US and allied military forces with civilian logistics support capabilities to meet large contingency operations in wartime conditions.

- **PROJECT MANAGEMENT:** Partnered on large-scale drawdown and massive de-scoping of billions of dollars of contracted services in Afghanistan. Developed requirements and justifications; secured approvals; liaised between client and contractor.
- **TRAINING & DEVELOPMENT:** Increased operational readiness from 20% to 80% by launching experiential training initiatives.

KEMIN INDUSTRIES, Des Moines, IA

2009 – 2014

Global Marketing Director, Human Nutrition and Health**Marketing Director, Food Technology**

Hired to build a global marketing department for a start-up business unit (BU); promoted to head multinational marketing team for global business unit and serve on corporate executive team.

- **BRAND ARCHITECTURE:** Led brand refresh comprising BU name change, new positioning, and new brand architecture.
- **BUSINESS DEVELOPMENT:** Increased APAC sales 80% by leading business development initiatives in ASEAN.

Additional Experience:

Dupont-Pioneer (now Corteva), Johnston, IA • Senior Manager, Product Strategy	2007 – 2009
Kemin Industries, Des Moines, IA • Sales Director, North America	2002 – 2006
Kemin Industries, Des Moines, IA • Product Manager, Antioxidants	2000 – 2002

BOARD AFFILIATIONS

W.S. Darley • Defense Advisory Board Member	2023 – Present
USO • Midwest Advisory Board Member	2023 – Present
Boy Scouts of America • Pathway to Adventure Council Executive Board Member	2022 – Present

EDUCATION

Master of Business Administration	University of Illinois, Urbana, Illinois
Master of Strategic Studies	U.S. Army War College, Carlisle, Pennsylvania
Bachelor of Science, Economics	University of Missouri, Columbia, Missouri

Additional Training & Development:

Corporate Finance, Kellogg | Chief Marketing Officer Program, Kellogg | Executive Development Program, Harvard Business School
Executive Development Program, Kenan-Flagler

Interests: Fitness, Marathons, Backpacking, Cycling, Military Strategy and History, Farming and Agriculture, Scouting