

BRIAN D. ROBERTSON

PO Box 717
PRESTON, WASHINGTON 98050
(425)-766-7416

BRIAN@SSAEROCONSULTANTS.COM
BDR5023@HOTMAIL.COM

Career Summary

Senior Executive with over 35 years of global marketing, technical sales and management experience in the Aerospace and Defense industries. Extensive background and contacts in the commercial and military aerospace industry.

Consistently increased revenue and application market share from initial interest stage to completion of contract negotiations. Directed the marketing, design and manufacturing team efforts in order to achieve maximum customer satisfaction for commercial and military programs and associated applications.

Business Skills and Major Accomplishments

Marketing Communications

- Create and Implement corporate global marketing plan, annual budget; direct external communications and events for commercial aerospace and military markets.
- The central figure head and focal point for corporate Market Intelligence and Communications.
- Create, maintain and standardize company presentations to insure a consistent look and unified message to global industry.
- Created and implemented tools and web site for tracking the marketing opportunities of 44 companies.
- Unify marketing direction by chairing frequent conferences with direct reports, staff and company business development personnel.

Leadership and Management

- Ability to attract, retain and develop quality industry talent, through training, coaching, site visits and technical proposal reviews.
- Manage the activities of multiple Director level personnel covering commercial and military accounts and report information to C level Management.
- Direct and indirect responsibility relating to and implementing marketing strategy and achieving annual revenue results.
- Interact and strategize with Division Presidents on market updates and opportunities

Strategic Direction

- Developed and implemented two Global Strategic Marketing plans for single and multiple division organizations.
- Leverage industry experience, track market trends and conditions in order to direct product/program development and provide strategic direction for current and future opportunities.
- Provide Merger and Acquisition recommendations for company growth based on Market Intelligence.

PROFESSIONAL EXPERIENCE

2014- SUMMERSALT ENTERPRISES LLC Preston, WA
President

Aerospace Consulting and Business Development, specializing in navigating small business concerns into the aerospace supply chain networks.

- Provide consultation for companies interested in obtaining supplier approval status at Boeing, utilize existing contacts to make introductions and located local representation with expertise in aerospace products and processing
- Assist companies with increasing market share by understanding of the processes involved as well as individuals responsible for Supply Chain management

2013- 2014 Imaginetics LLC Auburn, WA

Senior Vice President, Sales and Marketing

Recruited by Private Equity Group to create a Sales and marketing organization needed to meet the company growth plans.

- Developed strategic and tactical marketing and sales plan
- Presented and received approval from Board of Directors
- Drove board meeting and results to plan
- Created and branded corporate presence, presentations, web sites
- Received new supplier approvals from Gulfstream, Triumph, Cadence, Sikorsky, MHI

2001- 2013 Triumph Group Inc. Wayne, Pennsylvania

2004- 2013 Vice President, Global Marketing, Triumph Aerospace Systems Group

Promoted to lead Triumph Aerospace Systems Group global marketing and sales for 21 different manufacturing sites. Covered all major aircraft programs.

Accomplishments:

- Created and built the Global Group Marketing Organization to provide coverage for multiple Triumph sites; aligned and staffed for global and regional coverage. Developed Corporate Strategic Marketing Plan and managed the results.
- Standardized, branded all company presentations, collateral brochures , advertizing, web site, exhibits and events.
- Increased international presence and expanded coverage and exposure to Europe, Israel, South America, India, Japan
- Maintained overall responsibility for all corporate level exhibitions and air shows
- Increased Military business through staffing and M & A strategies
- Unified component manufacturing sites and upgraded system content in order to market and win awards; Boeing 7E7, Cirrus, DOD
- Assumed additional responsibilities to include which resulted in awards on the following programs; A-400M, B-787, A380 C-17, CH-53K, A-350
- Leveraged Senior level relationships with global Commercial and Military

- aerospace companies for incremental opportunities.
- Managed Government and Industry Relations including Corporate trade meetings

2004- 2002

Director of Group Marketing, Control Systems Group

Appointed by Group President to create a global strategy and integrate the company's, programs and approach to marketplace.

Accomplishments:

- Created integration approach and implemented group level tactics to global branding and market strategy for 19 company's as a result of mergers and acquisitions.
- Chosen to integrate 7 disparate company's programs marketing plan into a unified approach; gelled the team, crystallized the strategy and executed on the plan in order to win market share and off-seat competition
- Spearheaded the formation of a Boeing Supply Base Reduction effort resulting in single point of contact for all Triumph Aerospace Systems Group with Boeing Commercial Airplanes Group
- Launched systems level marketing for Triumph Group Inc.
- Lead team in winning proposal for Boeing 787 Hydraulic System

2000-2001

TRIUMPH CONTROL SYSTEMS GROUP

Business Development Manager-Western Region

Accomplishments:

- West Coast market development for five company's product lines as a result of the Triumph acquisitions.
- Integration of programs for actuation and power systems groups.
- Initiated significant in-roads to the Boeing Corporation in the areas of power and actuation systems.
- Increased project bidding 100%
- Initiated International Partnership Program with Messier Buggatti 787 landing gear actuation system
- Awarded the following programs which resulted in market awareness, incremental market share and revenue;
 - C-17 Winch Control and Drive system
 - Several programs on the Boeing 7E7 including hydraulic systems

1997-2000

Eaton Aerospace, Irvine, CA

Northwestern District Manager

- Expanded management role over larger team in the Northwest District Office for all books of Commercial and Defense Aerospace

1989-1997

Aeroquip-Vickers Toledo, OH

District Manager

- Managed the team in the Northwest District Office for all books of Commercial and Defense Aerospace

1987-1989

Vickers Inc. Van Nuys, CA

Application Engineer A

- Managed Key California Aerospace Accounts such as: Northrup, Hughes, Allied Signal, Lucas, Bendix, HR Textron.
- Provided technical focus and field training for West Coast Sales Team.

1985-1987

Vickers Incorporated Jackson, MS

Application Engineer "B"

- Promoted to account coverage in the Mid-Western Region to represent the hydraulic product lines.

Program Manager

- Promoted to Program Manager by Director of Marketing to provide overall product management for key programs.

1973-1983

Prior Experience

Ten Years technical and field sales engineering experience as Application Engineer "C", Field Service Representative and Production Test Technician. Promoted from within due to commitment to quality, achievements and technical expertise.

PROFESSIONAL SOCIETIES AND PRIOR MEMBERSHIPS

- Member - Association of the United States Army - AUSA
- Member – United States Navy League
- Member - Air Force Association.
- Member – American Helicopter Society
- Member, Society of Automotive Engineers A-6 Aerospace Panel
- Member Pacific Northwest Aerospace Alliance

EDUCATION

Business Administration: Mississippi College, Clinton, MS

Associate Applied Science Hinds College, Raymond, MS