

ALAN H. MERBAUM

BUSINESS DEVELOPMENT EXECUTIVE

Dedicated Business Development Executive with over 35 years of experience in the defense and aerospace industries; proven track record networking with some of the most significant corporate executives in the United States and abroad. Adept at developing effective marketing material, networking with business decision makers and turning business prospects into buying customers; results-oriented, hands-on, self-starter who enjoys challenges and is highly skilled in managing a diverse group of employees. US Citizen / DoD Secret Clearance.

AREAS OF EXPERTISE

- Global Sales & Market Planning
- Business Growth & Marketing Development
- Forecast Modeling & Market Analytics
- P&L Management & Improvement
- National Procurement Policies
- Competitor Intelligence
- New Account Development
- Client Management & Retention
- Lead Generation
- Account Management
- Commercial Orientation
- Supply Chain Management

KEY SKILLS ASSESSMENT

STRATEGIC ACCOUNTS PERFORMANCE – Develop new market initiatives; assess new markets, and analyze business opportunities.

International Customer Relationships – Developed long-term relationships with International industry and government influencers and decision makers.

DEVELOPMENT MANAGEMENT – Manage the marketing, sales and product development teams to implement business development initiatives.

PROFESSIONAL EXPERIENCE

BOOZ ALLEN HAMILTON, McLEAN, VA

2019 - PRESENT

SENIOR ASSOCIATE

Business Capture organization focusing on FEDSIM Ceiling Creation:

- Integrated Air and Missile Defense and Resilient Positioning, Navigation and Timing (PNT)
- EUCOM Headquarters (EUCOM HQ), and Global Threat Mitigation Program (GTMP) recompetition
- Teaming Lead USAFE Air Base Aif Defense (ABAD) Project

Subject Matter Expert (SME) in the following areas:

- Integrated Air and Missile Defense, Strategic Missiles, Satellite Surveillance and C4ISR
- Defense Manufacturing and Capabilities
- International Technology Scouting and Harvesting
- Ukraine Security Assistance Initiative (USAI)
- Foreign Military Sales (FMS) and Offsets
- NATO Industrial Advisory Group (NIAG)

LOCKHEED MARTIN MISSILES & FIRE CONTROL, ARLINGTON, TEXAS (BASED IN ARLINGTON, VA)

2006 – 2019

PRINCIPAL, INTERNATIONAL AIR AND MISSILE DEFENSE

Business Development manager accountable for opportunity identification, pursuit, capture and closure of integrated air and missile defense systems, to include Counter-UAS, SHORAD, Patriot/PAC3, THAAD and Command and Control Solutions. Led pursuits in India, and currently the lead air and missile defense account principal for Europe, and Israel. Recent accomplishments include:

- Capture lead on the WISŁA Air and Missile Defense Program for Poland in partnership with Raytheon
- Business Development lead for Patriot / MSE missile in Romania, Sweden, Netherlands, Spain, and Germany
- Led capture for a coastal defense system for Latvia, and expanded through the Baltics & Black Sea Region
- Pursuit lead for Counter Rocket, Artillery and Mortar (CRAM) Program in Israel
- Wrote Policy Paper for Ukraine Defense Industry reform, adopted by the US Embassy in Kyiv
- Identified Technologies in Ukraine applicable to US High Powered Microwave (HPM) Applications
- Led capture of the Turkish Long-Range Air and Missile Defense System with a total program value of \$4B
- Co-Chair of a NATO Industrial Advisory Group (NIAG) Study on Missile Defense for Europe
- Lead various black hat and customer value proposition engagements across Missiles & Fire Control
- Assigned Deputy Head of Delegation by OSD to US Delegation of the NATO Industrial Advisory Group (NIAG)
- Developed corporate strategic plan for increasing business in Europe, through 2025
- Agreement Monitor for international consultants ensuring performance and compliance
- Maintain 100% compliance with all FCPA, ITAR, TAA licensing, and corporate policies

LOCKHEED MARTIN CORPORATION, ARLINGTON, VIRGINIA 2003 – 2006**DIRECTOR INTERNATIONAL BUSINESS – PROTECTION ADVANCED CONCEPTS GROUP**

Directed corporate-wide regional missile defense and homeland protection strategies for Asia-Pacific, Europe/NATO and Middle East while establishing memoranda of understanding with European companies resulting in cooperative teaming relationships in C4ISR, Targets & Countermeasures, and Missile Defense CONOPS Analysis.

- Led task force to identify technology transfer issues for International missile defense programs, supporting a government committee led by the Defense Technology Security Agency (DTSA)
- Developed Memoranda of Understanding between Lockheed Martin Corporation and International Companies in France, Germany, the United Kingdom, Israel and Ukraine
- Facilitated a CRADA effort between Lockheed Martin and the Central Intelligence Agency's Advanced Concepts Laboratory (COLAB)
- Presented integrated air and missile defense briefings at international conferences in the US, UK, Germany, Italy, India, France, Australia and Japan.
- Developed strategic affiliations with AIAA (US), RUSI and IQPC (UK), USI (India), and CNSRG (Japan)
- Authored several articles published in Indian Defense journals related to Integrated Air and Missile Defense.

LOCKHEED MARTIN GLOBAL, INC., TEL AVIV, ISRAEL 1994 – 2003**DIRECTOR BUSINESS DEVELOPMENT – ISRAEL****DIRECTOR, SALES – ISRAEL AND AFRICA, SPACE IMAGING LLC (A JOINT VENTURE WITH RAYTHEON AND MITSUBISHI)**

Lead Middle East and Africa executive responsible for sales, installation and operations of commercial satellite remote imaging ground stations; managed Joint sales efforts supporting helicopter upgrades into Romania and Czech Republic. Established capture and implementation strategy for a National Border Security Initiative and developed investment strategies resulting in funding of high technology start-up companies.

- Captured and delivered a \$50M satellite imaging receiving station for an Israel Army Intelligence Unit
- Productively directed pursuit of a \$2.5B Aircraft Spare Parts distribution program
- Effectively directed pursuit of a \$250M business alliance with a unit of Israel Military Industries (IMI)

LOCKHEED TECHNICAL OPERATIONS COMPANY, TEL AVIV, ISRAEL 1991 – 1994**OPERATIONS AND BUSINESS MANAGER**

Managed three developmental subcontracts supporting US technology migration into the Arrow Weapon System; participant on the Arrow Test failure red team, representing US industrial perspective. Other business initiatives included:

- Business Development lead Israel Defense Forces Data Exploitation Program (\$500M)
- Capture Lead Israel Air Force Metrological Upgrade Program (\$200M)

ADDITIONAL EXPERIENCE

Staff Engineer, Lockheed Missiles and Space Company, Sunnyvale, CA 1989 – 1991

Research Specialist, Lockheed Missiles and Space Company, Sunnyvale, CA 1986 – 1989

Research Engineer, Lockheed Missiles and Space Company, Sunnyvale, CA 1984 – 1986

Merbaum & Associates (Privately Held Engineering Design Firm) 1984 - 1988

Project Engineer, Syska & Hennessy Engineers, San Francisco, CA 1981 – 1984

EDUCATION & TRAINING

Certified Project Management Professional (2020)

Certificate, Security Assistance Management, Defense Institute of Security Assistance Management (2013)

Certificate, "Growing the Top Line: Full Spectrum Innovation Strategies" Wharton School (2010)

Certificate of Business Management, UC Berkeley Extension (1985)

Registered Professional Engineer, State of California (1984)

Master of Science in Mechanical Engineering, Tel Aviv University, Israel (1981)

Bachelor of Science in Agricultural Engineering, Pennsylvania State University (1978)

AWARDS & DISTINCTIONS

Letter of Commendation from US Economic Counselor to Kyiv (2016)

Assigned Deputy Head of Delegation US Delegation to the NATO Industrial Advisory Group (2016)

Recipient of the Lockheed "In Pursuit of Excellence" Award (1991)