





### Programs & Policy

Create member value through the:

- Identification and analysis of the complex challenges in Defense and National Security
- Creation of opportunities for global leaders to convene and collaborate
- Invitation to corporate, government, academic and individual stakeholders to participate in advancing and advocating for a strong Defense and National Security

### Marketing / Communication

- Advance the organization's position with relevant constituents and drive broader awareness and support for the organization
- Keep pace with the dynamic changes and challenges in Defense that have the potential to give NDIA a more powerful, amplified voice to stakeholders
- Position NDIA as a thought leader in print and social media, enhance press relations, and ensure a cohesive communications strategy

### Operational Support

- Support the events developed by the Program Development unit, Divisions, and NDIA affiliates
- Ensure diversification of the organization's revenue stream
- Provide high quality service to NDIA's members and customers, as well as to internal units