



## Staff Resume

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### Mr. Conrad P. Koch, Jr.

#### BACKGROUND

Conrad Koch's experience spans nearly 40 years in the Aerospace and Defense arena having worked with three major contractors. An electrical engineer by training his activity has spanned a broad spectrum of science and technologies including communications, identification and sensor systems. As a director of Business development Conrad was responsible for the planning and execution of strategic plans as well as acting as either principal contributor or leader of numerous proposal efforts.

#### CAREER PROFILE

2005 – Present:	Founder and sole member of SyZyGy International LLC, Cocoa Beach, FL
1994 – 2005:	Director, Business Development, BAE Systems, Greenlawn, NY
1986 – 1994:	Director, Business Development, Bell Aerospace Textron, Buffalo, NY
1976 – 1986:	Mgr, Electro-Optical Systems Marketing, General Electric Company, Utica, NY
1973 – 1976:	Representative, Science and Technology GE Aerospace Group, Dayton, OH
1970 – 1973:	Marketing Representative, General Electric Company, Utica, NY
1966 – 1970:	Product Service/Training Representative, General Electric Company, Utica, NY

#### BUSINESS DEVELOPMENT AND PROPOSAL MANAGEMENT EXPERTISE

Mr. Koch's 40 years the Aerospace and Defense industry and in particular, his role as a business development leader have served to create both depth and breadth in his ability to recognize customer needs, target growth markets and execute business plans aimed at capturing them. Over the course of time he has honed a broad skill set, some of which is summarized below.

- Electronic equipment troubleshooting and repair
- Preparation and delivery of technical courses to the services as well as to industry
- Developed keen sense of awareness of customer needs and requirements coupled with the ability to recommend science and technology based solutions
- Recognized by his peers as the "go to guy" for solutions to problems in the use of commercial software
- An early user in the use of the internet and, in particular, use of the WYSIWYG pioneer, [MOSAIC](#), the precursor to modern-day browsers
- Proposal preparation skills learned from the masters, Beveridge, Silver, LaFlash and the like; honed with experience and improved upon with practice.
- Attributes of inquisitiveness and technical acumen prepare me well to work with new subject matters and become a valuable contributor to achieve the goals of the mission
- Developed a reputation as being an effective "out of the box strategist"
- Creator of Leading edge type Power Point presentations
- Learning skills needed to develop an Internet Web Based Marketing presence.

#### CAREER EXPERIENCE ABSTRACTS

Chronological sequence of experiences; abstracts are representative of accomplishments for which I feel a great degree of pride

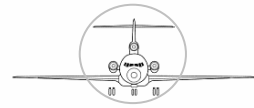
- Managed a GE Tech Rep Task Force in Thailand whose job was to bring critical aircraft countermeasures equipment to a "near 100%" Operational Readiness state
- Taught Customer Personnel Theory of Operation of the General Electric APS-120 Radar for the Navy's E2-C AEW Mission
- Led GE's marketing Efforts to develop Airborne Phased Array Antennas while pursuing radar developments for what was then the FX fighter, the Low Cost Fighter and AMX Bomber
- Fulfilled role in Dayton, OH as "Mr. GE On-Site" for all of GE's science and technology-related business thrusts at Wright Patterson AFB
  - ✓ Engaged in virtually all of the laboratory disciplines at WPAFB spanning a spectrum from lightning phenomenology and its impact on avionics to the use of high temperature ceramics in jet engine designs.



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- ✓ Was the on-site representative during the 1973 oil embargo that led to the surge in General Electric Company's (Daytona Beach, FL) Simulation and Training business
- Returned to GE Utica. Became driving force in capturing the Coast Guard's [Medium Range Surveillance aircraft](#) Active Gated TV System, managed by NADC, Warminster, PA.
  - ✓ Exposure to funding issues associated with Department of Transportation projects
  - ✓ Explored derivative application for the USAF C-130H Gunship upgrade
  - ✓ Principal spokesman in the pursuit of a new missile warning and self-defense system for the A-10 aircraft
- Led GE's market entry into [Infra Red Search and Track](#) (IRST) Sensor Systems
  - ✓ Credited by customers as being a chief spokesman for re-introducing IRST into the Air Force and Navy fighter programs and placing GE in the lead market position
  - ✓ Managed the pursuit of derivative applications for Army's ground-based Infrared missile warning systems
- At Bell Aerospace Textron, captured the tri-service, Air Force managed, [Mobile Microwave Landing System Development](#)
  - ✓ Performed in such a manner as to receive "best ever proposal" kudos from AF Customer
  - ✓ Positioned Bell Aerospace as a key competitor in the FAA's National Airspace Plan's [Microwave Landing System](#) (MLS) development and production
  - ✓ Credited with preventing Congress from "Zeroing-out MLS funding" and received unofficial thanks from the FAA
- At Bell Aerospace managed \$146M pursuit and eventually led the proposal effort aimed at securing production of USAF's [MILSTAR](#) SatCom terminal antenna systems
  - ✓ Also a key contributor as a subcontractor to Magnavox in the [SMART-T](#) proposal effort – a mobile terminal used to serve the needs of the Army's "on-the-move" strategic communications
- Joined what was initially Hazeltine's Advanced Development Center (formerly [Wheeler Labs](#)) and was quickly credited with raising the standard in the preparation, writing, and the formatting of proposals.
  - ✓ Became involved with the marketing of commercial Cellular Base Station [Smart Adaptive Antenna](#) products that were uniquely capable of increasing cell site range, thereby enabling the doubling of subscriber capacity
  - ✓ Headed the successful marketing of [PHAZAR Antennas](#) to compete with the commodity-type cell site antenna suppliers a significant feat for a manufacturer steeped in the ways of producing defense related products.
  - ✓ Proposed a ten dollar antenna solution to one major supplier seeking to position itself in the huge Chinese Wireless Local Loop market
- Instrumental in coupling Hazeltine's (originally known as GEC Marconi Hazeltine and later BAE Systems) presence in the commercial cellular market place with their pioneering work in bandwidth efficient communications, giving rise to a cooperative Commercial /Defense market thrust
  - ✓ Assembled a multi-industry team and created a white paper aimed at developing a universal cellular base station submitted to [DARPA's TRP](#) office that was rated "A-plus"
  - ✓ Marketed the universal base station concept with the goal of creating the ability of [Military, Federal, and Local Law Enforcement agencies to communicate](#) with each other at will...a capability that still evades the law enforcement community
  - ✓ Worked with Bellcore/Telcordia to establish standards for what later became WiFi communications
  - ✓ Wrote proposals to the FBI and the DOJ to create a Low Probability of Intercept peer-to-peer communications (walkie-talkie) capability
- Assembled a multi-disciplinary team and wrote a proposal aimed at applying packet radio technology within the battlefield to enable remote diagnoses and treatment of battle wounds...i.e., telemedicine for [DARPA's Advanced Biomedical Technologies](#) thrust
- Led Hazeltine's entry into the commercial document identification and validation marketplace, teaming with a start-up company to assist in the design and production of their proprietary device
- Participated in numerous proposal activities for the development of low radar cross-section antenna systems
  - ✓ Helped Hazeltine to retain its reputation as being the best-of-the -best in the development of Low Radar Cross Section Antennas
  - ✓ Managed all aspects of getting the proposal out the door...a skill broadening experience
- At Hazeltine, twice given awards for International corporate-wide "Radical Futures" competition
  - ✓ Led development of a soldier-borne wearable, sustainable multi-functional assembly to provide total battlefield situation awareness



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- ✓ Declared winner of Army's "Rattler" competition, a very low cost expendable trip-wire alert and fusing assembly to prevent mine detonation that could unintentionally kill or maim innocent children
- At BAE Systems, led "out-of-the-box" Strategic Planning team that succeeded in propelling the company from a MK-12 solution provider to a Wireless Information Infrastructure based communication solution provider for Non-cooperative Identification Friend Foe or Neutral...providing the shooter "awareness of everything, everywhere, all the time"

### EDUCATION

University of Florida BSEE, Five Year Degree 1966  
Wright State University, Course Work toward MBA  
Multiple General Electric Management Schools

### PROFESSIONAL AFFILIATIONS AND AWARDS (While Actively Employed In Defense)

IEEE  
Old Crows Association  
AIAA  
Airlifters Association