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## Rob Rosenberger Government Relations, Corporate Affairs & Business Growth

### C-Level Visionary Leader with Deep Business Growth Focus

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- ❖ **Business Leader, Strategist** with global recognition
- ❖ **US Intelligence Executive** for National Security
- ❖ **Advisor** to US Congress, Intel Agencies & Pentagon
- ❖ **Expert International Negotiator** for CIA
- ❖ **Contracting Officer**, Acquisitions & Procurement
- ❖ **Legislative Senior Staffer** on Capitol Hill
- ❖ **Panelist & Keynote Speaker** major industry events
- ❖ **As Seen on National TV:** Contributor & Author

**Who is Rob?** CEO with proven record of managing large, complex technology orgs/programs worldwide. Tactician/thought leader who boldly capitalizes on disruptive opportunities to maximize performance. Empowers client success through market, political, and regulatory changes.

**What does Rob do?**  
**Advocates on behalf of client companies** to key Government & Military leaders and elected officials  
**Advises corporate leaders how to:** Grow revenues in competitive, fast-changing markets • Win crucial bids  
 • Improve the bottom line  
 • Expand into new markets

**Expertise:** Government Relations • Public Affairs • Legislation & Research • Lobbying & Policy • National Security • Business Strategy • Corporate Operations • Strategic Alliances • Communications • Complex Negotiations • Program Management • Winning Federal Contracts • Acquisitions & Procurement Regulations • Foreign Military Sales • Info Tech & Cyber

**25+ Yrs** Leadership Experience

**37%** Contract Win Rate

**\$100B+** Federal Contracts Pursued

**5000+** Freelancers Organized

**Clients Include Fortune 100, Fortune 500, and Fortune 1000 Firms**

#### ◀ RECENT ACCOLADES, AWARDS, & ACCOMPLISHMENTS ▶

- Published book: *Dragon Tales: Federal Contractor Secrets of Success*
- Co-Author of #1 National Bestselling book *Game Changers for Government Contractors*
- **Entrepreneur of the Year, 2023** – CIO Bulletin Magazine
- **Company of the Year, 2023** – CIO Bulletin Magazine
- **CEO of the Year, 2020 USA** – CEO Monthly Magazine
- **Top 10 Innovation Excellence Award** – CIO Bulletin Magazine
- **Top 10 Pioneering CEOs to Follow in 2021** – Insights Success Magazine
- **Top 10 Most Influential CEOs Rising to the Top** – Industry Wired Magazine
- **Top 10 Most Transformative CEOs To Follow in 2022** – CIO Views Magazine
- **Most Innovative Business Leaders Revamping the Future 2021** – Silicon Review Magazine
- **Top 20 Most Innovative Business Leaders to Watch In 2021** – Global Business Leaders Magazine
- **Top 50 Admired Companies to Watch in 2021** – CEO Views Magazine
- **Top 50 Most Influential Companies of 2021** – CIO Bulletin Magazine
- **50 Fastest Growing Companies of the Year, 2021** – Silicon Review Magazine

#### ◀ EDUCATION, TRAINING, & CERTIFICATIONS ▶

##### Professional Certifications:

- **CPCM:** Certified Professional Contracts Manager
- **PMP:** Certified Project Management Professional
- **CSSGB:** Certified Six Sigma Greenbelt
- **ITIL:** Certified ITIL v3 Foundation

##### Formal Education:

- **Master of Business Administration (MBA)** with emphasis in Public Administration from the University of Baltimore
- **Master's Certificate in Commercial Contracts Management** via George Washington University
- **Master's Certificate in Government Contracting** via George Washington University
- **Master's Certificate in Business Technology** in the Public Affairs Sector at University of Maryland
- **Bachelors in Business Administration** at Texas A&M University, with double majors in both Finance and Management, plus earning minors in Accounting and Business Analysis with additional emphasis in Electrical Engineering

Advisory, advocacy, business consulting and fractional C-Level services available on a part-time, monthly retainer basis.

## ◀ GOVERNMENT RELATIONS AND ADVOCACY PROFICIENCIES ▶

Excellent understanding of how the government works. 25+ years' experience representing organizations, forging key relationships, negotiating governing provisions to advance organizational interests and improve the company's bottom line.

**Regulatory Compliance:** Assists clients in adapting to and complying with complex and evolving government regulations. Keeps clients updated on relevant new laws, regulations, and compliance requirements across different jurisdictions.

**Political & Policy Changes:** Navigates clients through potential policy shifts, changes in government leadership, and shifts in public opinion that may affect operations, reputation, and bottom line. Develops strategies to combat harmful proposals.

**Stakeholder Management:** Manages relationships with a diverse range of stakeholders, including government officials, legislators, regulatory agencies, community organizations, NGOs, and the public. Balances their interests and expectations.

**Reputation Management:** Helps clients manage and respond to public perception and reputational risks for maintaining public trust and credibility to minimize damage to company's reputation and brand image.

**Policy Advocacy & Lobbying:** Raises awareness and influences policy outcomes. Advocates/lobbies via keen understanding of legislative and political processes. Develops effective strategies, builds coalitions, and engages with policymakers.

**International Government Relations:** Advises multinational clients managing government relations in multiple countries. Mentors and informs clients on cultural differences, varying legal frameworks, and geopolitical complexities that require tailored approaches to government affairs and public affairs in different jurisdictions.

**Crisis Management:** During times of crisis, such as public health emergencies, natural disasters, or regulatory investigations, helps clients communicate transparently address public concerns, collaborate with relevant authorities, and navigate the media landscape to protect their reputation and minimize potential damage. Works well under pressure.

## ◀ GOVERNMENT RELATIONS AND ADVOCACY ACCOMPLISHMENTS ▶

Represents legislative, regulatory and program interests of a group of diverse companies before the Executive Branch, Congress, US Military, administrative agencies, state governments and foreign governments. Helps companies deal effectively in governmental arenas, utilizing strategies directly affecting corporate bottom line. Trouble-shooter when urgent issues arise.

### Department of Health and Human Services (HHS)

- ❖ Convinced agency top leaders to rethink legal approach and change procurement strategy
- ❖ Result: \$100 million contract awarded to large, commercial US technology corporation in the pharmaceutical industry with zero federal contracting knowledge or experience

### Congressional Fellow, US House of Representatives

- ❖ Senior Staffer/Advisor to assorted Members of US House of Reps and US Senate
- ❖ Advised various committees
- ❖ Provided key edits to NDAA
- ❖ Singlehandedly drafted and shaped concepts for 190+ potential new legislation bills
- ❖ Interacted with other staffers

### Defense Company Awarded \$50 Billion IT Contract

- ❖ Successfully advised large IT contractor to protest US Government's decision to reject their proposal after yearlong selection process
- ❖ Influenced senior DOD officials to re-evaluate bids under different guidelines
- ❖ Result: Lost bid overturned

### US Department of Defense Strategist and Public Speaker

- ❖ Strategic Planner/Senior Advisor to diverse executive leaders at different agencies
- ❖ Aligned multi-billion dollar, globally dispersed business activities to DOD agency's strategic plan resulting in millions of dollars saved
- ❖ Keynote presenter for DoD

### Central Intelligence Agency, US Intelligence Community

- ❖ Contracting Officer & highly trained negotiations expert
- ❖ Analytical thinker & strategist
- ❖ Vast international experience working with global allies and directly interacting with each nation's executive leaders
- ❖ Prepared unique analysis and recommended strategies for National Intelligence Council (NIC) and US Congress

### Joint Chiefs of Staff (JCS), Pentagon

- ❖ Special Advisor to Chairman on all regulations pertaining to appropriation law and federal procurement including a special \$1+ billion/yr. budget
- ❖ Ensured CJCS was never embarrassed in public media
- ❖ Developed lesson plans and personally conducted training of hundreds Joint Staff Action Officers each year

### Cyber Strategic Account Manager (SAM) to US Intelligence Community on behalf of Northrop Grumman (~\$1 billion line of business)

- ❖ Single liaison who established trusted working relationships with senior executive leaders of 17 US Intelligence agencies regarding all aspects of Cyber Security and Cyber Warfare
- ❖ Provided exceptional, unique insights to decision makers

### Candidate for US Congress, Texas District 17 (2022)

- ❖ Managed campaign for a 14-county congressional district
- ❖ Led fundraising initiatives across many communities
- ❖ Participated in many public appearances and interviews including TV, radio & media
- ❖ Spoke at many public events
- ❖ Earned public endorsements
- ❖ Forged grassroots support

Strategic Alliances & Partners ♦ Brand Management ♦ Process Improvement ♦ Stakeholder Management ♦ Compliance

## ◀ CORPORATE AFFAIRS AND PUBLIC RELATIONS PROFICIENCIES ▶

Willingness to get into the trenches and work with people at all levels on a client's behalf. Multidimensional problem solver. Manages stakeholder relations, partners with boards and influences consensus on aligned strategies and initiatives.

**Success:** Respected for empowering client organizations to succeed through political/regulatory changes, greater proliferation of social media channels, and activist shareholders. Proficient in the public policy process, as well as an accomplished business strategist, with a history of achievement at leading companies in diverse industries through the ever-increasing maze of legislative and regulatory challenges. Proactive self-starter who meets tight deadlines and deliverables.

**Communication:** Adept at demystifying complicated concepts. Translates data and large amounts of information. Tailors government relations to achieve ambitious goals. Defines, articulates, and drives global strategies, policies, and processes.

**Corporate Relations:** Provides constructive input on account financials, including forecasting and profitability. Coaches internal affairs, policy professionals, talent management, and succession planning, and day-to-day skills development.

**Strategic Initiatives:** Works across geographies and borders to help shape the direction and focus of client practices.

**Market Positioning:** Assists with business development and growth by promoting clients through an extensive professional network. Identifies new growth opportunities based on insights into the client, related industry, and economy. Understands key client industry issues relating to services, products, product categories, technologies, primary and potential competition, and general issues facing the respective industry. Develops and manages budgets to support the execution of strategic plans.

**Business Relationship Building:** Develops and expands senior and C-suite level client relationships, acting as a trusted and strategic advisor. Builds trust, counsels, and cultivates relationships with peers across multiple industries, with other lines of business across accounts, diverse organizations, and communities to ensure alignment and best practices.

**Internal Messaging:** Provides appropriate guidance to client management and other internal functional areas responsible for corporate communication. Helps clients ensure internal stakeholders understand the government affairs strategy.

**External Messaging:** Assists preparing and reviewing key messages and media materials for corporate announcements and executives, including talking points, Q&As, news releases, etc. Serves as primary contact with external parties in responding to inquiries and relaying feedback and perceptions to client senior leadership. Excellent written and verbal communication skills.

**Public & Media Relations:** Serves as primary (or secondary) representative responsible for facilitating all media interactions. Executes national business media relations strategies for essential programs/projects. Manages communication-related partnerships, including brief writing, with prominent national organizations to leverage and promote initiatives and activities.

**Communication Campaign Management:** Leads development and execution of clear and convincing corporate communications activities, marketing campaigns, and brand positioning. Develops strategic and tactical communications plans for key executives with a focus on quality over quantity, resulting in creative and effective media opportunities.

## ◀ CORPORATE AFFAIRS AND PUBLIC RELATIONS ACCOMPLISHMENTS ▶

Vision focused strategic brand builder and change agent. Repeated successes achieving short and long-term growth goals, gaining advantages over the competition, while simultaneously protecting and enhancing both brand image and reputation.

### Strategic Alliances, Corporate Partnerships and JV's

- ❖ Facilitated creation of hundreds strategic alliances, partnerships, joint ventures, and teaming arrangements
- ❖ Executed countless successful partnership strategies across different technical industries
- ❖ Arranged many engagements between promising startup businesses and investors

### Talent Acquisition, Retention and Staff Development

- ❖ Designed complex workforce plans to project critical talent needs for large organizations over 5-year business cycles
- ❖ Retained 95% key leaders from acquired companies
- ❖ Redesigned and improved outdated employee performance incentive plans for thousands of personnel

### Brand Management and Market Positioning

- ❖ Developed inventive strategic marketing and analytic plans for 15 company CEOs focused on market share growth and expansion
- ❖ Supervised implementation of 200+ campaigns across six social media platforms including LinkedIn, Twitter, Facebook, and Instagram

### Continuous Quality Improvement (CQI)

- ❖ Conceived a sophisticated global enterprise performance management system for major DoD agency overseeing a \$6 billion (per year) advanced communication network for US warfighters supported by 1,600+ technical personnel in many locations worldwide

Award-Winning CEO ♦ P&L Management ♦ Innovative Business Models ♦ Revenue Optimization ♦ Contracts Expert

## ◀ CORPORATE OPERATIONS AND BUSINESS GROWTH EXECUTIVE PROFICIENCIES ▶

Technology executive with track record of fueling next-level company growth, breaking into new markets globally, and delivering multiple business turnarounds. Versatile, able to strategize the big picture and manage the fine details. Hands-on leader who builds hard-hitting management teams, wins board buy-in, and infuses a culture of innovation & shared success.

**Regulatory Compliance:** Government contracting industry is heavily regulated, with specific requirements and standards that companies must adhere to in order to win and maintain contracts. Helps CEOs ensure their company complies with various regulations, such as Federal Acquisition Regulations (FAR) and Defense Federal Acquisition Regulation Supplement (DFARS).

**Bid & Proposal Process:** Winning government contracts requires a fiercely competitive bidding process that constantly changes. Guides CEOs in navigating complex RFPs (Request for Proposals), preparing compelling bids, and demonstrating the company's capabilities and expertise while also keeping costs competitive via careful internal financial management.

**Contract Performance:** Once a contract is awarded, delivering on the contract's requirements and meeting deadlines is crucial. Assists CEOs overseeing project execution effectively to ensure client satisfaction, contract compliance, & profitability.

**Political & Economic Uncertainty:** Government contracting can be influenced by changes in political administrations and budget fluctuations. Enables CEOs to anticipate potential shifts in government priorities and adjust their strategy accordingly.

**Talent Acquisition & Retention:** Recruiting and retaining skilled employees with the necessary security clearances and expertise in areas such as cybersecurity, software development, and IT infrastructure can be challenging. Strengthens CEOs in creating an attractive work environment and offering competitive compensation packages to attract and retain top talent.

**Contract Profitability & Pricing:** Government contracts often involve complex pricing structures. Reinforces CEOs ability to strike a continuous balance between pricing that wins contracts and pricing that maintains healthy margins.

**Continuous Innovation:** Staying competitive in the IT sector requires constant innovation and adaptation to new technologies and trends. Ensures CEOs can foster a fresh culture of innovation within the company to develop pioneering solutions that meet the evolving needs of government and commercial clients. Collaborates with technology developers.

## ◀ CORPORATE OPERATIONS AND BUSINESS GROWTH EXECUTIVE ACCOMPLISHMENTS ▶

Heads corporate strategy, growth game plan, P&L, product/service strategies, sales channels, and strategic partnerships. Possesses rare mix of strategic vision, effective leadership, strong industry knowledge, and adapts to changing circumstances.

### Executive Leadership

- ❖ Oversaw as the prime vendor with NSA a massive ACAT-1 program (1 of only 11 in US Govt inventory with monthly Congressional oversight) for development of highly classified, major IT system
- ❖ Led successful integration of multiple acquired companies

### Management Operations

- ❖ Solid reputation delivering technical services including DevSecOps, cutting-edge technology, analytics, large program mgmt., intel analysis, mission support, modeling / simulation, process engineering, training, security, O&M, linguistics & communications

### Profit & Loss (P&L) and Business Finance

- ❖ P&L responsibility for \$250M portfolio (~3,000 personnel)
- ❖ Reversed operating loss to 12% EBITDA in first year.
- ❖ Inherited a Business Unit operating at \$900K+ loss each month. Narrowed down to -\$40K/mo. in 10 months

### Business Development and Federal Contracts Won

- ❖ Built and led many custom bid teams that won prime contracts with aggregate value exceeding \$750 million
- ❖ Contributed to winning many dozens more contracts with aggregate value > \$18 billion as subcontractor on bid teams

### Business Strategy and Planning and Collaboration

- ❖ Spearheaded expert strategic planning and execution, enabling many organizations to exceed their growth goals
- ❖ Positioned companies as fresh new thought leaders among their competitors by initiating new, smarter methodologies and AI-driven analytics

### Bids and Proposals (B&P)

- ❖ CEO/Founder of world's largest, fastest growing bid & proposal (B&P) matchmaking platform with 5,000+ subject matter experts & 700+ clients
- ❖ Devised revolutionary, more effective, methodologies for creating winning proposals
- ❖ Created algorithms to increase PWin for bidder companies

### Visionary, Bold Disruptor, and Innovation Champion

- ❖ 2019 Moxie Award Winner for being a bold, disruptive change agent across industry
- ❖ Established and steered first-ever Innovation Council for large, publicly traded IT, Science and Engineering firm
- ❖ First ever to use real-time crowdsourcing to win bids

### International Business

- ❖ Won contract with Missile Defense Agency in Bahrain. Converted 100% incumbent personnel to stay in country
- ❖ Managed \$800M of global contracts for national security
- ❖ Supervised many technical experts and intelligence personnel quietly operating in 7 countries (OCONUS)

Strategy, Vision & Mission Planning ♦ Technology Programs, Services & Products ♦ Innovator ♦ Change Agent

## ◀ PROGRAM MANAGEMENT EXPERIENCE, FEDERAL AGENCY FAMILIARITY AND EMPLOYMENT HISTORY ▶

Results-driven CEO with 25+ years' experience leading cross-functional teams with advanced program management acumen. Fearless entrepreneur with combined technical and financial aptitude who attacks business challenges and fuels growth.

Major Weapon Systems ♦ Intelligence, Surveillance, & Reconnaissance (ISR) ♦ Analytics ♦ Interagency ♦ Multinational

### ◀ TECHNICAL PROGRAM MANAGEMENT EXPERIENCE ▶

- All Aspects of the Intelligence Lifecycle including Special Intelligence Collection, Analysis & Asset Management
- Aviation, Aircraft Electronics, Cryptographic Equip & Avionics
- Big Data Solutions, Storage, Advanced & Predictive Analytics
- Business Process, Financial & Supply Chain Management
- Composite Materials & Custom Manufacturing
- Covert Operations, Mission Planning & Support
- Cybersecurity, Cyber Warfare (CND, CNE, CNA), Insider Threat
- Enterprise Application Development & Testing & COOP
- Enterprise IT Services, Hardware, Software, System Integration & Systems Engineering
- Enterprise SharePoint, Portal Development, & Online Platforms
- Firearms and Ammunition Technology & Armed Security
- Foreign Military Sales (FMS) & Accommodation Procurement
- Geospatial and Navigation Technology & Systems
- Languages/Linguistics, Translation & Interpretation Services
- Laser-Optical and Ultrasonic Sensors
- Logistics and Training (CONUS & OCONUS)
- Mobile Application Development & Mobile Device Management
- Modeling & Simulation (Design, Engineering & Manufacturing)
- Reverse Engineering & Rapid Prototyping
- Robotics, Machine Learning (ML) & Artificial Intelligence (AI)
- SIGINT, ELINT, IMINT, HUMINT, MASINT, GEOINT, OSINT & C4ISR/C5ISR
- Telecommunications & Network Security including VIP Communications (EOP, DoD & IC)

### ◀ FEDERAL AGENCY SPECIAL FAMILIARITY ▶

#### Capitol Hill:

- **Congress:** US House of Representatives & Committees
- **Congress:** US Senate & Committees
- **EOP:** Executive Office of the President

#### US Intelligence Community (IC):

DNI, CIA, NRO, NGA, DIA, NSA, IARPA, State Department, Intelligence Analysis Centers, Department of Energy (DOE)

#### Department of Defense (DoD):

Chairman Joint Chiefs of Staff (CJCS), US Army, US Navy, US Air Force, US Marine Corps, NMCC, DISA, Defense Spectrum Office, Joint Spectrum Center, Joint Staff Support Center (JSSC), Missile Defense Agency (MDA), DTRA, USSOCOM, CYBERCOM, TRANSCOM, STRATCOM, SPACECOM, DARPA, Raven Rock Facility, AFRL & NRL

#### Department of Homeland Security (DHS):

Headquarters, TSA, ICE, CBP, USCIS, FEMA, US Secret Service, and US Coast Guard

#### Other Departments & Independent Agencies:

Health and Human Services (HHS), General Services Administration (GSA), Dept. of Justice (DOJ), Dept. of Transportation (DOT), National Science Foundation (NSF), NASA, IRS, FAA, HUD, CMS, VA and VHA

### ◀ RECENT EXECUTIVE EMPLOYMENT HISTORY ▶

<b>Founder/Chief Executive Officer</b> 2015 – Present   Top Secret Clearance	<b>Indirect Reports:</b> 5,000+ <b>Direct Reports:</b> 24	<b>Blackdragon</b> McLean, VA
<b>Congressional Fellow</b> 2014 – 2015   Top Secret Clearance	<b>Indirect Reports:</b> N/A <b>Direct Reports:</b> N/A	<b>US House of Representatives</b> Washington, DC
<b>Chief Operating Officer</b> 2014   Top Secret Clearance	<b>Indirect Reports:</b> 750 <b>Direct Reports:</b> 13	<b>Metters Industries, Inc.</b> McLean, VA
<b>Vice President of DISA Operations</b> Defense and National Security Group   2012 – 2013   Top Secret Clearance	<b>Indirect Reports:</b> 375 <b>Direct Reports:</b> 9	<b>Digital Management, Inc.</b> Bethesda, MD
<b>Senior Vice President of Operations and General Manager</b> Intelligence Programs Group   2011 – 2012   Top Secret Clearance	<b>Indirect Reports:</b> 500 <b>Direct Reports:</b> 11	<b>NCI Information Systems, Inc.</b> Reston, VA

### ◀ BOARD POSITIONS ▶

- **Texas A&M Club – National Capital Chapter:** Member, Board of Directors
- **University of Richmond:** Advisor for Customer Experience Certificate Program

### ◀ RECOMMENDATIONS ▶

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