

# The Aerospace & Defense Forum



Facilitating Business Communication, Collaboration, & Commerce

## "Lessons Learned in A&D Sales & Marketing"

### Panelists:

#### David Conrad

Vice President, Sales Marketing and Customer Service  
Zodiac Water & Waste Aero Systems

#### Jason Childs

Vice President of Worldwide Sales  
Engineered Materials Platform  
Esterline Technologies Corporation

#### Jon Chakerian

VP of Contracts / Business Development  
Aerospace Engineering Corp.

#### Ivan Rosenberg (Moderator)

President & CEO  
Frontier Associates, Inc.

Wednesday, January 13, 2016

# 7:00am: Networking & Breakfast

## 7:30am-9:00am: Meeting

### [Click here to register.](#)

Tickets are limited to 20 people on a first-come first-served basis.

#### Registration Fees:

- Free - A&D Forum member
- \$30 - Non-member Early Bird (until Jan 6)
- \$40 - Non-member (after Jan 6)
- Free - Guest (may guest 2 times)

You will receive multiple invitations, regardless of whether you have already registered. Please do not register more than once!

See meeting logistics information at the end of this e-mail.

#### Chapter Sponsors

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**Save \$50!**  
**Join or Renew Your**  
**A&D Forum Membership**  
**Before January 1, 2016**

### The South Bay (CA) Chapter

The South Bay Chapter serves the area around Torrance, CA. **Attendance at chapter meetings is now open to all.** The size of the room limits attendees to 20. Meetings and tours are on the 2nd Wed of the month.

[Click here](#) to join the South Bay Chapter mailing list (free).

### Marketing ~~vs~~ and Sales

Marketing	Sales
branding	direct client contact
creating interest	scoping projects
leads nurturing & generation	closing contracts
sales support (proposals, flyers, etc.)	client advocate

### "Lessons Learned in A&D Sales & Marketing"

#### Panelists:

**David Conrad**

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New memberships are \$300 and renewals are \$250 until the end of 2015. As of January 1 they will rise to \$350 and \$300 respectively.

The A&D Forum promotes communication, collaboration, and commerce among A&D industry business leaders.

Membership includes access to the resource-rich A&D Forum website (containing recordings of all chapter presentations), free attendance at any chapter meeting, facilitated introductions to members at any chapter and the A&D Forum monthly Newsletter. Members are first in line for tours and to be invited to the Peer C-level Roundtables.

You can become a member or renew your membership through the A&D Forum website:

[AerospaceDefenseForum.org](http://AerospaceDefenseForum.org).

### January 13, 2016 Meeting

- Attire is business casual.
- Parking is available in the parking lot in front of the building
- Please check-in on arrival at the conference room and provide your business card.
- Attire is business casual.
- A light continental breakfast and networking will be available starting at 7:00AM.
- Bring a business card - they will be duplicated and everyone be e-mailed a copy of all attendee's cards.
- Please place any marketing literature near the registration desk. Please do not distribute material during the meeting.
- Introductions will be minimal - your name, company, industry, and a 5 word "elevator

### Esterline Technologies Corporation

**Jon Chakerian**

**VP of Contracts / Business Development  
Aerospace Engineering Corp.**

**Ivan Rosenberg (Moderator)**

**President & CEO**

**Frontier Associates, Inc.**

The A&D market over the last thirty to forty years has been very dynamic with many changes in structure, companies and business models. Sales today is much more complex and involves a number of factors beyond price, quality, and on-time delivery. With many customers reducing the number of their suppliers (a few years ago GE Aviation stated they were reducing the number of their suppliers by 86%), sales and marketing has become an even more critical function to the long-term success of the company.

To survive and to succeed as a sales and marketing leader in this dynamic market, you have to be flexible, adaptable and ever-changing to be able to understand, develop and deliver the best offerings possible to your customers, as well as deliver on your commitments internally.

However, despite the very dynamic nature of the market, there are some simple lessons and basics that are always there. The panelists will share with you some of the basic lessons and ideas they have learned along the way in decades-long year careers working for both large and not so large A&D companies. Along with these lessons learned, they will also share some observations about how the market is changing and the need for sales and marketing to adapt and change. Finally, in recognition that they all consider themselves to have reached a point where they are can be thought of senior statesmen in sales and marketing, they will point out a few "obligations" that we should have towards new people coming into aerospace sales and marketing, and why this is the best career path that they can have.

Come and hear the experiences, observations, lessons learned, and suggestions from three highly experienced A&D Sales & Marketing VPs. We anticipate a valuable and interactive exchange between panelists and between the panel and attendees.

If you are in sales & marketing this is an event not to be

speech". We encourage you to be creative!

Feel free to pass this invitation on to others you think would be interested.

#### Event Info

Wednesday, January 13, 2016  
7:00am-7:30am: Networking & Breakfast  
7:30am-9:00am: Meeting  
California Manufacturing  
Technology Consulting  
690 Knox St., Suite 200  
Torrance, CA 90502

#### Other A&D Forum Chapter Meetings

Times shown are local time.

**"The Super Supply Chain is Coming"**, Gavin Brown, Executive Director, Michigan Aerospace Manufacturing Association, Orange County Chapter, Jan 7 (webstreamed)

**"Solving Aerospace Challenges in Today's Global Environment: Bell Helicopter's R&D Strategy"**

", Vincent D'Arienzo, Director of Bell Helicopter Engineering, Dallas-Ft. Worth Chapter, January 14

**"Exploring the Business of Space"**, Panel, San Diego Chapter, January 19 (Evening)

**"Tour of General Atomics UAV Flight Test Facility"**, Palmdale, Los Angeles Chapter, January 22

#### Recently Posted Presentation Recordings on the A&D Forum Website

**"Aerospace can be Fun"**, Lt. Col. (Ret) Bill Gregory, Former NASA Astronaut, Advanced Instructor Pilot, Aviation Performance Solutions LLC, Arizona Chapter, November 10, 2015

missed!

#### Panelists



**David Conrad** is a talented and seasoned executive with over 30 years of experience in aviation and aerospace. He brings a wealth of expertise with particular strengths in areas such as sales and marketing, business development, strategic planning, supply chain

development, repair capabilities development, customer support and process improvement. With an abundance of international experience, David has a strong understanding of the aviation and aerospace markets in Asia, North America, Europe, and the Middle East.

Currently, David is the Vice President, Sales, Marketing and Customer Service at Zodiac Water & Waste Aero Systems based in Carson, CA. In this role, he is responsible for leading all sales, market and customer support functions for the leading supplier of water and waste technology to the aviation and aerospace industry for over 50 years. He has worked with aircraft OEM's including Boeing, Airbus, Bombardier, Embraer, COMAC, UAC, XAC, ATR, Mitsubishi, Gulfstream, Dassault and Cessna, as well as Tier 1 aircraft interiors integrators building business volume in the OEM market segment. In the aftermarket segment, he has worked with leading global passenger airlines, cargo airlines, conversion / modification houses, MRO organizations and distributors to develop new products for retrofits and upgrades expanding the business portfolio. As a result the business has expanded by 65% since he has taken this role. David is also responsible for identifying and championing acquisitions to incorporate to further expand the business portfolio. He has also lead the development of branding and other marketing initiatives resulting in increased customer demand for new products and technology produced by Zodiac Water & Waste Aero Systems.

Prior to joining Zodiac Water & Waste Aero Systems, David spent three years as the Director International Sales & Marketing of Guangzhou Aircraft Maintenance and Engineering Co., Ltd (GAMECO) a Part 145 MRO based in Guangzhou, People's Republic of China. In this role he was responsible for leading the development of all third party international airframe and component business for GAMECO and for developing and marketing the GAMECO

**"Launching the F-35 Joint Strike Fighter Program"**, Edward G. Linhart, Former Vice President of Global Production, Lockheed Martin, Dallas-Ft. Worth Chapter, November 12, 2015

**"Life in the Universe and the Breakthrough Initiatives"**, Pete Worden, former Director NASA Ames Research Center and currently Chairman for the Breakthrough Prize Foundation, Los Angeles Chapter, November 20

**"UK's Harwell Space Cluster: Why you need to be there!"**, Steve Ringler, Oxfordshire Space Cluster Development Manager, UK Science Technology and Facilities Council, Orange County Chapter, December 3

**"Aviation Provides a Roadmap for Where Space is Headed"**, John H. (Jay) Gibson, II, President, CEO, XCOR Aerospace, Inc., Dallas-Ft. Worth Chapter, December 10

### South Bay Chapter Steering Committee

- **George Uhl (Chapter Chair)**, Vice President, Senior Relationship Manager, Community Bank
- **David Patterson (Chapter Vice-Chair)**, International Manufacturing
- **Marwan Hammouri**, President & CEO, Brek Manufacturing
- **Marty Jones**, President - Hawthorne Site, Triumph Aerostructures
- **Ward Olson**, President, Dasco Engineering Corporation
- **John Anderson**, Director, California Manufacturing Technology Consulting
- **Ivan Rosenberg**, Executive Director & Co-Founder, The A&D Forum

### The Executive Steering Committee

brand internationally. David also served as the Vice President, Sales, Marketing and Customer Service as well as General Manager, PSI at Rexnord Aerospace. He has also held the position of Senior Director, Business Development, China Region for Goodrich Cargo Systems (based in Beijing, China). Prior to that he was Vice President, Marketing/Customer Service at AeroUnion Corp. and earlier had progressed through a number of business development and leadership positions in Honeywell/AlliedSignal.

In addition to his executive career, David has served for over five years on an advisory board for a marketing communications firm in the aerospace and defense markets. He has also served on the board of directors of several volunteer organizations including several Little League organizations.



**Jason Childs**, Vice President of Worldwide Sales & Marketing for Esterline Engineered Materials (NYSE: ESL), has successfully conducted business on the ground in 30 countries and in 2009 was presented with a certificate of Export Achievement by the U.S. Department of Commerce. He was further honored by the U.S. Secretary of Commerce with an appointment to the U.S. Regional

District Export Council. Mr. Childs currently serves on that council and plays an active role in increasing U.S. exports.

Jason has been a guest speaker at the UCLA Annual Forecast Summit as well as numerous aerospace events across the country.

Always active in the community, Jason is a longtime supporter of The Special Olympics, The UnitedWay, and the NFL Players Association.



**Jon Chakerian** is a 40-year aerospace professional starting in the industry in 1976. Growing up in Lancaster, California during the 1960's, Jon was introduced to aerospace early while spending time flying with his father (who was a private instructor) and occasionally going to Edwards Air Force Base where his father

## of The Aerospace & Defense Forum

- **Michael Coburn**, CEO, All Metals Processing of Orange County
- **Peter Collins**, Director, Strategic Planning, Aerospace Group, Parker Hannifin Corporation
- **Alan McIntosh**, President, Verify, Inc.
- **Michael Boyle**, President, BOBsearch
- **Paul Weisbrich**, Managing Director, D.A. Davidson & Co.
- **Robert Jacobson**, Desert Sky Holdings
- **Ivan Rosenberg**, President & CEO, Frontier Associates, Inc.

### A&D Forum Executive Director

**Ivan Rosenberg**  
818-505-9915

worked.

During his career Jon has worked in quality, engineering, contracts, project management, sales, and leadership roles. His earliest projects included the Space Shuttle External Tank and F-117 Stealth Fighter (though he didn't know it at the time!). Jon has extensive experience in the chemical milling, metal forming, machining, and fabrication aerospace sectors.

His current position is VP of Business Development with Aerospace Engineering Corp in Southern California.

Jon attended Cal State University Long Beach, Santa Ana College, and Cal State Fullerton.

Jon is a long-time California resident and currently lives in Placentia, California. In his spare time he enjoys scuba diving, avoiding large sharks, and playing basketball.



**Ivan Rosenberg (Moderator)**, the President and CEO of Frontier Associates, Inc., has over 30 years experience as a management consultant, supporting organizations to achieve sales, efficiency, and profitability results far beyond what might be predictable by past performance. Ivan is also a Co-Founder and the Executive Director of The Aerospace &

Defense Forum.

Ivan has been a professor at Rochester Institute of Technology and CalPoly San Luis Obispo.. In 1981, he founded Distinctive Solutions Corporation, which develops commercial finance software and after 34 years is still operating. Subsequently Ivan became Vice President of E.K. Williams & Co., at the time the world's largest small business accounting and consulting company. He led the implementation of a company culture change, resulting in returning the company to profitability and the establishment of effective management and production systems.

His engagements include innovative business development training and coaching, breakthrough problem solving, organizational culture changes, strategic planning, team and partner building, and training and coaching senior executives. His clients include many A&D organizations, including NASA, terrestrial and space-based telescopes, and commercial A&D companies.

Ivan has graduate degrees in Electrical Engineering, Computer Science, and a Ph.D. in Management. He is a member of the Executive Board of AMP SoCal, the LA Mayor's Advisory Council on Aerospace, and the LA Mayor's Export Council. He also founded and is Executive Director of The Uniquely Abled Project, which is creating a program starting June 2016 at Glendale Community College to teach those with high functioning autism to be CNC operators.

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**The Aerospace & Defense Forum Website**

[AerospaceDefenseForum.org](http://AerospaceDefenseForum.org)