

# GLENN ANDREW

C: 860.227.6817

visualcv.com/glennandrew  
linkedin.com/in/glennandrew  
glennandrew.com

glenn@glennandrew.com

## BUSINESS DEVELOPMENT | MARKETING | ENGINEERING | PROGRAM MANAGEMENT

Senior-level Executive with a broad business and technical skill set, proven leadership success, and a unique background that spans startup, growth and Fortune 100 business arenas in business development, marketing, engineering, and program management roles. Creates positive impact by leveraging business insight, technical acumen, and product development expertise.

Thought leader and innovator who scrutinizes market trends, and develops new products that capitalize on market gaps and strengthen competitive market advantage. Polished communicator who navigates comfortably across organizational levels and functional areas. Builds, develops and leads high-performance, energized and empowered teams, and creates a positive, shared desire for excellence across the entire organization.

## STRENGTHS

- Business Development & Marketing
- Product Development / Launch
- Client Relationship Management
- Executive / Business Consulting
- P&L / Operations Management
- New Media / SEO / Web 2.0 Strategies
- Engineering Design / Applications
- NDE Technologies / Applications
- Communication / Presentation
- Team Dynamics / Leadership
- Market Identification / Expansion
- Program Management

*"I would highly recommend Glenn to any firm, large or small, as a marketing executive with outstanding leadership skills. He has a positive attitude, effective networking abilities, high technical skills, and is able to understand program requirements and accomplish goals with outstanding results..."*

- Robert H. Grills, Former Assistant Vice President, SAIC

*"Always on the cutting edge, Glenn was the first to tell me about many of the social marketing strategies almost a full year before they became mainstream. And isn't that what you want in an advisor? Someone who gets you to the finish line first."*

- Brad Szollose, Author of *Liquid Leadership*, Entrepreneur, Executive Coach

## PROFESSIONAL EXPERIENCE

GLENMAR GROUP, INC., East Lyme, CT

2001 - Present

(Business / executive coaching and investment firm)

### Principal / Director of Business Development / Senior Consultant

- Conceptualized, launched and managed day-to-day operations of boutique consulting firm specializing in business coaching targeted to the small and medium (SMB) business sector. Identified potential clients and won consulting engagements.
- Cultivated strong relationships with executive leadership of numerous companies; advised clients on defining / implementing growth strategies, market identification / penetration, sales / marketing efforts, team building, training, lead generation, and more.
- Negotiated business contracts; prepared white papers and proposals; developed marketing collateral.
- Developed interactive marketing strategies for business-to-business (B2B) market using search engine optimization (SEO), pay-per-click (PPC), social media and email marketing.
- Designed, developed and marketed information products (CD sets and publications) for potential and existing clients.
- Expanded core business, adding multi-state real estate investment and development firm; built teams of real estate brokers, contractors, legal advisors, artisans, and others.

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SAIC (SCIENCE APPLICATIONS INTERNATIONAL CORPORATION), New London, CT 1984 - 2000  
(*\$10+ billion scientific, engineering, and technology firm in national security, energy, environment, infrastructure, and health services*)

### **Director of Business Development / Marketing & Program Manager / Engineering Specialist**

- Selected, following SAIC's acquisition of the Nondestructive Technology (NDT) Development Department from General Dynamics (one of SAIC's early acquisitions), to spearhead technology and knowledge transfer.
- Strategized, developed and implemented business / marketing plan for digital radioscopy imaging system for new niche market. Implemented marketing campaign and expanded national sales force, resulting in a 12% increase of business unit revenue in the 1<sup>st</sup> year.
- Developed strong working relationships with DOD customers to develop advanced ultrasonic imaging solutions for their major issues, prepared white papers and proposals, resulting in contract wins that represented 65% of the business unit's total annual revenue.
- Assembled and led teams from federal government, university and industry on NDE engineering development contracts from proposal development to project management through final delivery for DOD and FAA customers.
- Promoted into business development and marketing role; leveraged engineering background, as well as program management and business / marketing knowledge to manage all facets of position including development of marketing collateral, trade show displays, web site, technical paper presentations, demonstrations and training sales force.
- Played the key leadership role on project that resulted in the 1<sup>st</sup> neural network-based, ultrasonic inspection technology implementation for a USAF depot-level maintenance nondestructive inspection (NDI) procedure that far surpassed customer expectations.
- Led advanced NDE applications and transducer development efforts for automated scanning and imaging system using ultrasonic and eddy current imaging modalities, thereby enabling major contract wins.
- Performed as Level III in Ultrasonic and Level II in Radiography for division; successfully completed Electric Power Research Institute (EPRI) qualification for intergranular stress corrosion cracking (IGSCC) detection and sizing, thus adding to the division's NDE capabilities.
- Streamlined 80-hour training program for DOD customers and division employees; improved content quality, condensed information, and reduced program time required; increased productivity and better addressed customer / participant needs.

### **EDUCATION, AWARDS & PROFESSIONAL DEVELOPMENT**

**Master of Science**, Ocean Engineering, University of Rhode Island, Kingston, RI  
**Bachelor of Science**, Ocean Engineering, Florida Institute of Technology, Melbourne, FL

**Coach Training**, The Coaches Training Institute  
**Internet Marketing Training**, Stompernet, LLC

Author of numerous technical papers and articles for online and industry publications.  
Featured speaker / presenter at conferences, seminars, trade shows and other symposia nationwide.

Model of Excellence Award, McDonnell Douglas  
Silver Eagle Award, McDonnell Douglas, Advanced Transportation Aircraft Systems  
Outstanding Paper Award, Materials Evaluation & American Society for Nondestructive Testing

Open to travel and / or relocation