



Greg Waters

Award-winning leadership applied to NewSpace business and economic development

COMMERCIAL AEROSPACE EXECUTIVE

Global NewSpace Leader and respected authority on government and commercial aerospace development, deployment, and advocacy. Impressive communicator who connects pivotal stakeholders across the public and private sector to establish beneficial alliances and shape policies. *Also...*

Honored twice with the Future Space Society's "Advocate of the Year Award"...

Led the revitalization of the Space Travel Consortium, boosting membership 430%...

Selected to organize and head TN Aerospace Alliance's first-ever NewSpace Commerce Forum...

PROFESSIONAL EXPERIENCE

Waters Aerospace Consulting, Nashville, TN **2005-Present**
Provide strategic planning, marketing communications, and business and economic development expertise for the traditional and NewSpace arena. Recent projects include:

Aerospace Economic Expansion: Awarded 2 aerospace cluster grants. Educated regional economic development partnerships and corporate officers about benefits of the NewSpace industry.

State Lunar Product Analysis: Researched and prepared business case recommendations for future lunar development and commercial uses of equipment. Advised on flexible partnership models.

Zero Gravity Technology Strategies: Hired by Rocket Operations of Germany to determine commercial product viability for the entertainment, education, and training markets in the US.

SpaceWorks Engineering: Improved launch campaign and go-to-market tactics for innovative software division, ensuring synergistic branding and messaging across all advertising and marketing channels.

NewSpace Commerce Forum: Piloted TN Aerospace Alliance's first-ever symposium, a sold-out event held at Memphis University. Leveraged industry relationships to attract prestigious speakers.

"Greg is both focused and visionary, inspiring others with his leadership and insight into complex industry/government relations and partnerships. He delivers an acute business sense balanced by practical knowledge of how policy actually works. As a plus, he is a great communicator, speaker, and writer." Peter Jones, President & CEO, Jones Space Associates

Space Travel Consortium, Memphis, TN **2005-2007**
Commercial NewSpace industry advocacy organization that promotes reliable, low cost, commercial space transportation. Rebranded image, raised \$4.6 million, and increased membership 430%.

Executive Director: Inspired new vision, steered clarity of mission, and modernized the organization, instilling professionalism and renewing industry respect. Formulated a robust web 2.0 integrated online communications package. Reduced operating costs 50% designing and implementing new processes. Headed operations and hired, trained, and remotely managed 15 volunteers.

- Repaired strained relationship with NASA, and gained new support through sponsorships and government thought leaders participating and presenting at conferences.
- Influenced federal policy by arranging and conducting round tables and forums on Capitol Hill. Attendees included Senators, Congressmen, CEOs, CTOs, and international media outlets.
- Boosted donor base 143% each year with targeted outreach and new strategic email and web campaigns. Introduced membership levels and automated processes to increase response rate.
- Redefined messaging through press releases, Op-Eds, and enriched website features. Fostered team cohesion with joint white papers and creative project sponsorships.
- Negotiated an historic partnership with the National Space Office. Oversaw the first public/private initiative that attracted global recognition.

Executive Director continued...

- Developed relationships with officials of the Air Force, Marines, Army, Department of Defense, Office of Commercial Space Flight, European Space Agency, broadening government support for the mission.
- Managed \$178,000 annual budget, 4 yearly conferences, and more than 14 successful fundraising campaigns.

CompTech, Memphis, TN

1995-2009

A \$500M provider of terminal emulation and application integration products in the global enterprise market.

Targeted Technical Communications Manager (2002-2009)

Head emerging technologies communications for 347 global sales and consulting team members supporting 3 divisions. Designed new product marketing and training materials for 26 new product launches and revitalizations. Coordinated cross-functional program management.

- Transformed company image with press tours, trade magazine interviews, and presentations across North America, Europe, Australia, Singapore, and Hong Kong.
- Improved new corporate strategy rollout by advising executive management on application integration markets, competitive products, and emerging technologies. Commended for fastest launch in division.
- Obtained early adopters of new products, and facilitated worldwide customer and partner acceptance of challenging brand strategic makeover.
- Aligned new corporate strategy with customer needs by communicating between customers' CEOs/CIOs and Attachmate senior management.
- Saved international business with corporate strategy briefings that retained key clients.

Systems Technical Engineer (1995-2002)

Deployed application integration architectures that solved customer business problems. Managed proposal development and product evaluations. Created solution prototypes. Teamed with North American sales and channel partners to provide cutting-edge technical training and support.

- Won *Systems Engineer of the Year* (chosen from 85 SEs), plus 6 additional awards for customer satisfaction, technology leadership, and revenue attainment.
- Defeated competitors to win \$750,000 in new business from Sprint, winning account with responsive service and deep product knowledge.

EXPERTISE OFFERED

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| ■ Market Visioning | ■ Partnership Development | ■ Research & Analysis |
| ■ Strategic Planning | ■ Tactical Execution | ■ Public Speaking |
| ■ Writing & Editing | ■ Business Development | ■ Project Management |
| ■ Negotiation Skills | ■ Problem Resolution | ■ Regulatory Issues |

SELECTED PRESENTATIONS & WHITE PAPERS

- “The Roadblocks to US Global Aerospace Competitiveness,” Space Commerce Leadership Summit
- “The Future of Mars Travel,” Lunch Keynote, Emerging Technology Leadership Showcase
- “2015 Vision: Executing the Private Space Market Initiative,” Global Future Society Conference

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NewSpace Nation: Trends in the Next Generation Space Industry, 2010

The NewSpace Economy in TN: A Detailed Analysis of Current Performance and Future Projects, 2009

EDUCATION

MS in Future Studies ■ University of Nashville ■ Nashville, TN
BS in Computer Science ■ Massachusetts College ■ Boston, MA

“Greg has demonstrated a keen sense of how to work effectively with entrepreneurial startup companies and major contractors. His friendly but always professional attitude, impressive communication skills, and firm grasp of key issues all render him effective in a variety of business situations.”
Carol Harper, International and Commercial Strategist, GE SpaceWorks

Career Changer

This client approached me about writing his IT focused resume. He was with a start-up IT software company doing a combination of sales and marketing, though the company was struggling and he wanted to be proactive.

When we had our initial coaching session, I found out his true passion and part-time hobby (both he and his wife enjoyed) was commercial aerospace exploration. Indeed, he does paid consulting work when he can fit it in, along with a 3-year volunteer stint that was quite in-depth as an Executive Director of a non-profit aerospace advocacy firm.

I couldn't resist encouraging him to try to make a go at it, as I felt he certainly had the connections and expertise. This required quite a bit of strategy. We gave his "company" a name, and then tied his consulting projects under that, along with his volunteer Director role.

I left off his most recent position all together. At the appropriate time in an interview or while networking that could be discussed, as most of his connections know of his full-time job anyway. This would not be the type of role found online, he wanted to work in a think tank or niche industry organization. I wanted the front page to be directly related to his NewSpace activities.

I asked for several of his favorite photos to finish it up. He loved it and immediately started networking and had several interviews lined up. He felt so confident, we didn't even do the IT related resume.