

Roger R. Jelmerkanian

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Executive in Concept Development, Strategic Planning, Infrastructure Funding and Social Policy Development

- Global project and financial development.
- Large-scale policy and economic development.
- Strategic planning and market development.
- Resolution of intractable problems.
- Streamlining of systems and processes.
- Federal and international government relations.
- Media relations and public affairs.

Strategic planning, with specific emphasis on global special projects, economic and technology development. Creative policy development, resulting in successful social and organizational change.

Versatile executive identifying and solving what appear to be intractable problems through special projects. Background in strategic planning, international and domestic policy development, economic and technology development. Solve difficult problems for inventors, private firms, individuals, government agencies, countries and policy groups, through joint ventures, special projects, licensing and creative funding. Projects involve collaboration with up to 300 organizations and have included: developing an architectural brokerage business in Egypt, securing withheld patents for new products, recommending marketing and advertising strategies to inventors, reconfiguring start-up businesses for investors and political and social policy development for governments.

Superior ability to raise capital and access financial and funding sources involving private investors, philanthropists, venture capital firms, the Federal Government, state government development agencies, the World Bank, Exim Bank and Federal financial agencies. Able to strategize replacement options for manufacturing jobs in the new global economy and offer economic development options to cash-strapped entities. Assist marginalized groups to achieve enfranchised societal participation.

Innovative and highly collaborative. Able to leverage what other people know and can do. Demonstrated commitment and consistent performance, restructuring and enhancing businesses and people's lives. Entrepreneurial. Global business experience. Effective cross-culturally.

Conceptualize and discover untapped potential in existing products, structures and services. Optimize matches between people and projects. Creative, unique project development and determination of subtle connections and potential that others miss, as a problem solver and possibility thinker.

Excellent understanding of media and public affairs, lobbying, promotion and marketing, journalism, government relations, philanthropy and education. Writer and representative of organizations to media.

Extensive knowledge of business, legal and financial resources in Maryland, DC, Colorado and the US generally.

Performance Milestones

As President, Jelmerkanian Associates...

Highlight: Transformed an unknown company with an innovative helicopter prototype into a high profile international enterprise.

Challenge: Initially given a poorly written business plan for company as it was verging on bankruptcy and other companies in the industry were either going out of business or moving their manufacturing operations offshore due to product liability concerns. Also company officers lacked direct experience in aircraft manufacturing, and lacked a competent management group.

Actions: Selected new management group while retaining a profitable interest in the company for client. Determined price point for the helicopter as \$28K. Strategized product niche as an ultralight helicopter suitable for both private transportation and small plot cultivation, to be marketed in the US and six additional countries. Ensured project buy-in by diverse partners. Evaluated vacant plant manufacturing sites. Obtained prototype endorsements, and an advisory panel including a former Secretary of State, University of Colorado Aerospace Department Chairman and Franhauer Helicopter Vice President. Arranged marketing presentations before the embassies of Brazil, Venezuela, Argentina, Italy, Austria and China. Revised business plan. Solicited mix of funds from private investors, the World Bank, Exim Bank, Federal financial agencies, and from American state development agencies. Increased market presence in media and trade shows. Created high level of interest that led to competition among state development agencies for the project. Secured product liability insurance from Lloyds of London.

Results:

- Transformed company into high profile international firm sought after by several American state development agencies and private investors.
- Due to transformation and interest created around the project, was then recruited by subsequent client.

Highlight: Strategized and developed business applications for technology processes.

Challenge: Prioritize, leverage and capitalize on 30 patented processes. Recruited by CEO and President of Forrester Projects, who had been impressed by the scope of the helicopter company referenced above.

Actions: Focused attention on a fusion process for synthetic diamond development, to be used as an ablative coating for space reentry vehicles and as a substrate for semiconductors. Researched relevant technology programs. Spoke with officers at the Pentagon. Selected Diamond Technology Initiative Program with the Office of Naval Research as ideal for the process, then dealt with initial resistance and skepticism by project officer.

Results:

- Convinced project officer that the project merited a \$1M research contract. Secured Office of Naval Research grant.
- This was the only proposal chosen out of approximately 100 submitted to the Pentagon nationally.

Highlight: Helped to restore democracy and human rights in two South American countries in 1984.

Challenge: Return democratically elected and exiled governments to office, end dictatorships, and halt human rights abuses.

Actions: Worked with and represented the United Latin American Democracies (Uruguay, Argentina, Chile, Colombia). Lobbied House and Senate representatives. Arranged media coverage of issues. Prepared witnesses for congressional testimony. Arranged for relocation and counseling of torture victims.

Results:

- Contributed to restoration of democratically elected government which had been ousted and exiled.
- Also contributed to the elimination of human rights abuses in Uruguay and Argentina.

Highlight: Helped further progress of a high level, international, annual energy and technology conference.

Challenge: Continuation of annual conference and establishment of successful economic development and cooperation between US and OPEC countries, for Agri-Energy Roundtable (AER), a non-governmental organization.

Actions: Collaborated to effectively organize and structure productive outcomes, through seminars, print, and visual media, OPEC member speeches and diplomatic partnering. Also gave fundraising and management recommendations to Roundtable. Developed presentation which demonstrated the benefits of US agribusiness exports, and energy harvesting technology in exchange for oil agreements from OPEC countries.

Results:

- Stimulated fruitful negotiations, planning and follow-up activities among members.
- Contributed significantly to the structuring of conference concepts and agenda so that diplomatic and economic relationships could be successfully established or expanded, and then maintained by the participants.

Performance Milestones, continued ...

As President, Jelmerkanian Associates, continued ...

***Highlight:* Helped psychology consulting firm to develop contract alternatives.**

Challenge: Advised President of Markham Spanner Associates, a psychology services firm, on developing alternatives to an exclusive contract to provide psychological services (family counseling, special education, drug and alcohol counseling at treatment centers, injury rehabilitation) to D.C. government institutions. Contract was profitable but was dominating the agency's time and resources and leading to staff burnout.

Actions: Recommended strategy of marketing to educational and government clients and financial restructuring to position for expansion.

Results:

- Firm successfully implemented proposals.
- Invited to become director of marketing.

As Project Manager, Princeton Dynamics, Inc....

***Highlight:* Develop a guide for minority contractors for a Federal agency.**

Challenge: Create an innovative government minority contracting guide for the US Department of the Interior.

Actions: Produced guide, genuinely helpful to users, thoroughly explaining the 8A government contracting process.

Results:

- Guide was well received at the department, and the cover won a national design award.
- Contract with the department was renewed annually at a 68% profit.
- This and other initial Federal contracts led to repeat business with various departments, and set a productive precedent to attract new business at a high rate of profit and contract renewals.

***Highlight:* Management of information systems for the FAA.**

Challenge: Revise and manage software and technical documentation for flight control and flight simulation.

Actions: Hired, developed, and managed five individual subsystem teams to ensure quality control.

Results:

- Successfully streamlined information and subsystems contributing to airline safety.
- FAA awarded continuous contract add-ons and contract renewals.

***Highlight:* Update and improve efficiency of tax accounting and vital statistics information system for DC Government.**

Challenge: Convert manual tax accounting and vital statistics record system dating back to the early 1900's into a computerized and easily accessed data system (not achieved by two previous consulting firms due to disorganization and decay of existing records).

Actions: Conceptualized and supervised successful conversion of information into an accurate and retrievable database.

Results:

- Contract evolved into ongoing management of the data system.

Executive Development

Emphasis on: Concept development, economic development and international relations, strategic planning, business, journalism, psychology, counseling, philanthropy, human rights and public speaking. ■ Delivered addresses on topics including entrepreneurship, the new global economy, and economic access for disenfranchised groups. ■ Ongoing interest and participation in community, national and international development organizations.

Employment History

Jelmerkanian Associates, Washington, DC and Denver, CO

1981 to Present

■ **President**

Jelmerkanian Associates conceptualizes, develops, funds and manages global special projects for individuals, companies and governments.

Contribute to a wide variety of projects as an executive. Develop strategies, fund new companies and projects, build teams, and develop organizations, investment groups and boards of directors—frequently of large to international scale. Also serve as private lobbyist.

Princeton Dynamics, Inc., Bethesda, MD

1979 to 1981

■ **Project Manager**

Princeton Dynamics was a new technology and management consulting firm to the Federal Government, which grew from 30 to 500 employees in two years. Company was eventually acquired by Planning Research Corporation.

Advised CEO in a wide variety of areas from establishing new business to lobbying Congress. Promoted from public relations manager to special projects manager within first four months. Acquired broad knowledge of government agencies and contracting procedures, project development and marketing. Contributed and expanded extensive knowledge of government projects and funding as consultant to seven government agencies, including the FAA, Department of Energy, Department of the Interior, Department of Agriculture, Small Business Administration, Department of Defense and District of Columbia.

Media

■ **Writer and Editor, *Women's Work* and *Art Fair* Magazines.**

Covered airline deregulation and air traffic controllers' strike, and congressional hearings on the Southern Cone of South America. Advised legal fund on successful media strategy for an award-winning program on women in the workplace for Channel 7 in Washington, DC.

Education

University of Colorado, MBA**University of Delaware, Honors Degree in Business Administration****University of Iowa, Henry B. Tippie College of Business, BBA in Finance**

Languages

Fluent in Armenian, Latin American Spanish and French. Proficiencies in Italian, German and Russian.