

Jason A. Minnich

Milpitas, CA

Director of Business Development

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WHO AM I?

Accomplished business development manager with an established track record driving sales and design wins in high tech from startups to Fortune 50. Designing operations and managing programs with a strong military acquisitions background in electronic warfare, data analytics, modeling and simulation.

WORK EXPERIENCE

Sr. Business Development Specialist

2017-Present

L3Harris Technologies Randtron Antenna Systems

Menlo Park, CA

- Lead for Air Force new business development, proactively searching, qualifying, and securing new business, drove fighter and cargo platform enhancements resulting in over \$3M in sole source J&A as well as key partner on prime teams capturing \$100M+ in business
- BD lead for Internal Research and Development, developed business case justification supporting over \$3M in R&D funding directly related to customer needs
- Led website redesign effort to refresh decade+ outdated website; year over year increased traffic of 26%+, record monthly users, and more qualified incoming leads
- Developed comprehensive technical BD presentation on state-of-the-art RF sensing technology; delivered presentation on site in classified facility to customer technical and management teams with two days advanced notice

Business Development Manager & Strategic Marketing

2016-2017

Alta Devices

Sunnyvale, CA

- Championed research and analysis for high-altitude pseudo-satellites; small electric, fixed-wing drones; IoT markets – presented to senior management of parent company to secure funding for company ramp-up and expansion
- Developed and implemented lead tracking system, streamlined retrieval of over 500 offline leads, coded software tool to allow import to CRM database, reduced time to initial contact by 170%; enabled smooth transition between sales and engineering
- Unmanned Aerial Vehicle Market subject matter expert, represented company at trade shows, with media, and as a speaker at conferences; International Industry speaker to 400+ UAV professionals

Technical Marketing Engineer

2015-2016

Alta Devices

Sunnyvale, CA

- Designed and coded user-friendly automated tool for the product lifecycle management function, resulted in saving over 17,500 manual interactions
- Ran successful development, testing, and live launch of Product Lifecycle Management and Enterprise Resource Planning systems for key customer & order management, and supply chain functions

MILITARY WORK EXPERIENCE

2008-2015

Operations Research Analyst (Technical Program Manager)

- Developed cost analysis methodology; for 20 Air Force programs tracked and reported cost data to both AF and DoD leadership

Additional Graduate Coursework in Operations Research

- Completed graduate certification for senior systems managers NTS CNSSI # 4012
- Coursework focused on modeling, linear, non-linear, and dynamic programming

Model and Simulation Integration Lead (Technical Program Manager)

- Led 75-person fighter electronic warfare working group evaluating simulation for international partners; drove reuse of 87% of F-22 test scenarios for F-35 testing

Electronic Warfare Test Engineer (Technical Project Manager)

- Managed \$31 million contract for digital simulation upgrade in \$70 million model; enabled accurate, real-time, live feedback to operators

Special Projects Officer

- Applied Lean concepts to streamline data entry process for database management contractors and base personnel; provided fully digital process, allowing for more efficient review/compliance; eliminated user error
- Developed efficient data input schematic; overcame 6-month backlog in air quality reporting; resulted in earning perfect “no-findings” during Texas state air quality regulatory inspection

EDUCATION

Shipley Business Development Certification

Shipley Associates

Sterling, VA

Master of Science in Industrial Engineering

New Mexico State University

Las Cruces, NM

Bachelor of Science in Systems Engineering Information Systems Concentration

United States Air Force Academy

Colorado Springs, CO

ACTIVITIES & INTERESTS

- Consulting for 4k camera hardware and quantum cryptography startups; defined sales, marketing and business strategies
- Not-for-Profit Leader – multi-year board member of UAV industry 501c6 focused on education and legislative leadership
- Photography & Printing – Internationally published photographer & fine art printer
- 3D Modeling & 3D Printing – designed and manufactured prototypes and art
- Videography – Produced content for Alta Devices and YouTube channels