Edward Popek

edwardpopek@gmail.com \ 603-933-0550 \ U.S. Marine Corps Veteran

Growth Leader | Aerospace & Defense

I am an aerospace and defense growth leader with more than 15 years of experience driving business development, capture management, product strategy, marketing, and revenue growth across military and commercial aviation markets. Throughout my career, I have built and led high-performing teams, developed go-to-market strategies, secured multimillion-dollar program wins, launched new aerospace technologies, and expanded strategic relationships with OEMs, Tier-1 suppliers, airlines, government agencies, and defense primes.

CORE COMPETENCIES:

Product Portfolio Strategy | Go-to-Market (GTM) Strategy & Execution | Product & Technology Roadmaps | Win Strategy & Price-to-Win | Strategic Partnerships & Acquisitions (M&A) | DoD Prime Contractor/Integrator Relations | FAR, DFAR, ITAR, & MIL-STD Compliance | Shipley Business Development Lifecycle | AI Enablement | Revenue Growth | Market Expansion

SKILL AREAS:

Aerospace & Defense Sales, Marketing & Business Development | Military & Commercial Electronics | Capture Management | GTM Strategy & Execution | Strategic Partnerships | Proposal Management | B2B Growth

EXPERIENCE

MOOG INC. ***(2021 - Present)***
Senior Marketing Manager

Effectively implementing strategic projects and marketing strategies, media-relations, advertising, press relations, and promotional activities for Moog Avionics solutions across General Aviation, Business Aviation, Special Mission, and Military & Government (MilGov) Aerospace markets.

- Developed and implemented marketing campaigns to generate sales opportunities
- Effectively implemented special projects for Moog Avionics solutions
- Developed and executed marketing plans
- Managed and coordinated all marketing, advertising, press relations, and promotional activities
- Developed and implemented marketing budgets
- Managed remote and in-person marketing teams to meet marketing & company goals
- Leading AI marketing enablement

WENCOR GROUP ***(2020 - 2021)***
Senior Product Management Director

- Led team of Product Managers overseeing assigned product lines to drive profitable organic growth
- Responsible for planning, strategy development, and execution of tactics to grow product line revenue, profitability, and inventory optimization for parts distribution and PMA business groups
- Synchronized with global sales teams to identify, pursue and book key opportunities
- Managed, maintained and grew key supplier relationships
- Identified new product opportunities, engaged with supplier partners, & developed product add-ons
- Coordinated marketing resources to implement sales campaigns, promote and grow new business opportunities

ASTRONICS AEROSAT ***(2015 – 2020)***
Senior Director Sales & Marketing

- Stood up new sales/business development/capture-management teams to implement business growth strategies
- Led global sales and marketing for complex aerospace solutions across OEM, commercial, government, and military aircraft markets
- Developed partner relationships to close capabilities gaps fulfilling capture-management win themes
- Led Federal Government opportunity identification and capture strategies
- Led strategies to identify, qualify, pursue, book, and grow sales opportunities exceeding $10M annually
- Customers included Boeing, Airbus, Delta Airlines, Aeroflot, SES, Intelsat, iDirect, Gilat, Satcom Direct, Collins Aerospace, NASA, DoD (DoW), and others

Key Accomplishments:

- Stood up marketing, sales, and business development teams along with the business processes and procedures to ensure success.
- Established and executed capture management procedures to book new opportunities exceeding $10M annually
- Nurtured new business relationships and expansion into additional business segments and new market niches
- Developed go-to-market plans for new products including formulation of branding strategies, marketing collateral creation, and invention of new product categories into target markets
- Aligned internal business units around joint opportunities and implemented strategic actions to pursue them
- Created and implemented standardized processes for capture management bids and proposals across AeroSat

ELBIT SYSTEMS OF AMERICA ***(2010- 2015)***
Multiple Roles

Director Business Development / Products Development / Sales & Marketing (2010 – 2015)

- Led global new business, products development, and sales & marketing activities for aerospace avionics and systems for OEM, aerospace, commercial, government, and military aerospace markets
- Led business development and product management teams to achieve annual bookings targets in excess of $30M
- Led Federal Government opportunity identification and capture strategies
- Led proposal management, product management and business development strategies & pursuits
- Customers included General Dynamics, Lockheed Martin, NASA, FAA, Sierra Nevada, Gulfstream Aerospace, FedEx, Raytheon, Dassault, Boeing, Airbus, and others

Key Accomplishments:

- Cultivated new client relationships and generated new program wins exceeding $30M
- Successfully launched and led development of new products while ensuring continued long term revenue growth
- Collaborated across international groups to carry out opportunity pursuits, product development, and global strategy creation and implementation
- Performed key roles within mergers and acquisition due diligence teams for evaluating business models and financial projections for M&A targets including evaluation of M&A target's revenue and profit forecasts viability
- Developed capture-management win themes and bid strategies to increase the probability of win
- Led creation of capture plans, bids and proposal strategies, color teams, price-to-win, win themes, competition analysis, pricing strategy, cost analysis and other factors
- Designed capture management processes to identify, qualify, analyze, pursue, and book opportunities
- Managed innovative new product development teams and collaborated with government agencies to launch new technology initiatives and create new product proof of concepts resulted in full product development budgets

EDUCATION & PROFESSIONAL DEVELOPMENT

- **MBA (Masters of Business Administration):** Arizona State University (W.P. Carey School of Business)
- **Bachelors of Science in Electrical & Computer Engineering:** University of Portland
- **FAA Private Pilot:** Single Engine Private Pilot Certification
- **Defense Acquisition University (DAU):** Defense Acquisition Process Training – FARs/DFARs
- **Shipley Associates:** Government/Defense Proposal Writing & Management & Business Development & Capture Management Processes
- **PMI Institute:** Program Management Body of Knowledge
- **Purdue University:** Generative AI for Business Transformation
- **Certificates:** Earned Value Management, Program Management Institute Body of Knowledge (PMBOK)
- **Industry Standards Experience:**
  FAR, DFAR, ITAR, FMF, EAR, FMS, MIL-STD, SAE, ARINC, EVMS, PMBOK, Plus other certification agencies/standards

MILITARY SERVICE

U.S. MARINE CORPS: *Honorable Discharge*