

**Lary Byrd**  
**Director, Business Development**



**Education**

- > B.A. History and Social Sciences, Eastern Kentucky University, Teaching certification
- > M.S. Education, Wayne State Univ
- > Military: Squadron Officers School; Air Command and Staff College; Air War College

**Key Areas of Expertise**

- > Business Development/Capture, to include Near Term and out year Strategic Development
- > Military Operations: Space and Missile Defense, Operations, Plans and Policy

**Relevant Experience**

- > Retired Colonel (06) USAF 26+ years of experience.
- > Twenty-five years as Government Contractor supporting Business Development/Capture and
- > Program Management

Mr. Larry L. Byrd is the Director, Business Development for ARMADA. In that role he is responsible for increasing the growth of the company. He does that by reviewing and assessing potential opportunities that fit within the ARMADA Core Capabilities and Past Performance, with a significant focus on growth in the DoD market. He also establishes name recognition within the local area and nationwide, between ARMADA and other government contractors. His role requires him to focus on qualifying opportunities and team building, to include new areas of work that would allow ARMADA to branch out and gain experience in new work areas outside our core capabilities.

To accomplish his role as Director Business Development he brings strong business development capture management and team building skills at local and national level. Those skills were built over 40 years of active military duty and government contracting experience in leadership, management, operational, and business development/capture positions of increasing scope and responsibilities. He is able understand a company's core capabilities and clearly envision the long-range strategy needed for corporate growth, build alliances to accomplish that long-range growth, while at the same time continue to win the tactical opportunities for day-to-day growth. Proven resourceful, energetic "problem solver," with ability to interact with employees and customers to keep current projects on track while identifying and winning new opportunities.

After leaving active military duty Mr. Byrd held Senior staff positions at several companies to include positions as a VP/Site Manager, and as the Director of Air Force Programs at two multi-billion companies. In his last full-time position, before coming to ARMADA he was the Director, Business Development at a 45 person government contractor company. He established name recognition for that company, both within the local area and other areas of the country. He moved their limited focus on teaming with local companies near their HQs, to

working with companies located across the CONUS and OCONUS. As the Director, Business Development he took an existing rudimentary 30-day BD pipeline, built a robust, strategic 5-year pipeline putting added emphasis on tactical growth based on opportunities within the first 18-months of the pipeline. Within 5 years the company had increased personnel from 45 to 650 positions and revenue increased by over 8 fold to \$130M annually.

Mr. Byrd is also a retired USAF Colonel (06) with over 26 years of active-duty experience. He held Senior positions at Squadron and Wing Level to include MMIII Combat Crew Commander, Stan Eval Evaluator MMIII ICBM Squadron Ops Officer, and Squadron Commander for a Consolidated Aircraft Maintenance and Munitions Squadron. At the Wing level he served as Chief, ICBM Operations Plans and Targeting Branch, Wing Exec Officer, and Directed Wing Battle staff operations as the primary Battle Staff briefing officer. He also served two joint tours at HQs U.S. Space Command as Commander, Space Surveillance Center, Commander, Space Defense Ops Center, Chief, Space Control Planning Division, Deputy Director Current Ops Division, J3/J33, and as a U.S. Space Command Crisis Action Center Commander. He served two tours at the Pentagon, first as Deputy Division Chief, Space Forces Division and Chief, Policy and Programs Branch HQ USAF/XO Pentagon, overseeing a \$14Billion annual budget. His last assignment before retirement was in the JCS/J5/ as Chief, Space and Missile Defense Policy Branch. Representing the Chairman in DoD task forces/study groups and in National Security Council and White House Office of Science and Technology Policy Interagency Working Groups. Formulated Joint Staff positions on space and missile defense policy issues. Headed US military delegation tasked with planning and executing first ever US-Russia Theater Missile Defense Command and Control (C2) Exercise held at the Joint National Test Facility, Schriever AFB, CO. Led face-to-face negotiations, conducted in Moscow, with Russian General Officers and other Russian senior military staff.