

AUTHOR CREDENTIALS

Edmond Hawkeye Hennessy

The following is a compilation of the Author's Industry achievements, professional awards and contributions:

- Generated \$500-\$750 million revenue (cumulatively) for Client Companies
- Served in Senior Executive Leadership roles for several High-Tech Companies, resulting in attaining Market Dominance, Growth and Profitability
- CEO & Founder of the Performance Marketing Group, a high-powered, Market Programs and Services firm
 - Highlighted in the "Winner's Circle" series with the Market Warfare book being selected, as the outstanding Marketing work for 2010
- Authored the "Mission-Ready COTS" Industry Guide, which became a standard for the Defense & Aerospace Industry
- Published the "COTS Supportability & Life-Cycle Proposition" and "Beyond COTS: Repackaging, Reformatting and Technology Transfer" White Papers that were adopted by the Industry
- A VISTA RESEARCH (Global Guidepoint) Network Expert and Advisor to Major Companies
- Key Industry Panel Member focusing on Emerging and Disruptive Technologies for the Defense & Aerospace and Healthcare/Medical Target Markets
- Major contributor to featured Industry interviews and published articles focusing on embedded, signal-processing technology trends and applications
- Classified, as Expert Author, by popular E-Zines and other sources, based on the value and content of submitted Marketing articles
- Tapped, as Industry Expert, to participate in Telfonica's Delphi Method research study "Information Society Trends in Europe: 2007-2011"
- Selected by Dun & Bradstreet, as an outstanding Marketing Agency, based on demonstrated breakthrough techniques
- Active Affiliate Member of Jay Conrad Levinson's Guerilla Marketing Association
- Attained Mercury President's Award (1989-1996)
- Industry Awards for innovative Product Launch Campaigns from Open-Systems Publishing (Embedded Military & Defense), MEEN Magazine, Prime and GSPx
- "Business in Transition Series" core team member
- Life-Time member AFCEA and Navy League Industry Groups

- Highlighted in International Who's Who Directory
- B.S. Marketing, attended graduate school and headed-up academic projects for McDonald's Corporation and Bristol-Meyers focusing on product launch and marketing research projects