

BRACE E. McCOY

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Seasoned, Results-Driven Operations and Business Development Leader

Summary

- I lead people. From West Point to the Army to my companies and church.
- I develop strategy with defined and measured criteria which are tied to a central mission.
- I create and execute plans that turn strategy into daily objectives and require people to perform.
- I focus on results not efforts.
- I sell tangible and intangible products and services alike through authenticity and integrity.

Most Recent Applicable Experience

Senior Business Development Representative and Director of Business Development

Military Systems Group, Inc.

September 2018 - Present · Nashville, Tennessee

Developed the company's BD Strategy and directed a seasoned team of business development professionals, all military veterans, who are subject matter experts and who pride themselves on working with our clients to find custom solutions to their unique defense challenges. Directed the engineering team in priorities and processes in support of sales objectives. Developed deep relationships with key personnel in OEMs of light tactical vehicles and crew-served weapons. Worked within the common defense industry requirements of ISO 9001 and AS 9100, ITAR, pricing, proposals and quotes.

Professional Experience and Success Highlights

Business Founder and Executive

I have extensive experience and competency in building companies from idea through to success against entrenched competitors. I have raised millions of dollars in investor funds and sold millions of dollars of tangible products and intangible services. I have a track record of driving progress in highly dynamic and undefined environments as part of collaborative teams. The responsibility for problem solving, planning and execution have always rested on my desk.

- **Co-founder/CEO of General Stability, Inc. an international supply and security holding company**
 - Negotiated and closed the acquisition of Blackheart International, LLC, a tactical gear and small-arms manufacturing company.
 - Established nationwide distribution of branded weapons.
 - Worked closely with US Government officials on infrastructure security training.
 - Worked internationally for the brokering and importing of small arms and other controlled defense items.
- **Co-founder/CEO of M9 Defense, Inc., a material technology company**

M9 developed advanced composite manufacturing processes for automobiles, aircraft, wind turbine blades and armor.

 - Closed contracts with three large defense contractors working in the highly competitive vehicle and body-armor market.
 - Company filed multiple provisional patents representing over two dozen patents.
 - Created and fostered direct relationships with decision makers in the Department of Defense and among large prime contractors and industry groups.
- **Co-founder/President of Tax Recovery Group, Inc. a tax services company**

Grew company to the largest nationwide organization of independent contractors servicing small business owners with tax issues

- Built the company from start up to \$6.8 mm in just over two years.
- Executed on internally developed business plan and gained initial market penetration through the establishment of over 100 consultants nationwide in the first twelve months.
- Gained unmatched market dominance in 2004 with a total of over 600 independent consultants and more than 4,000 clients.

Professional Author, Speaker and Leadership Trainer

I produce leadership-development products based around the concept of accepting responsibility for your actions. *No Excuse Leadership* is derived from the primary teachings of West Point and Army Ranger School. *Full Spectrum Decision Making* is a process refined from the military's multi-criteria decision making process. I have used it successfully as a consulting tool in multitudes of circumstances to clear confusion and create highly stable and strategic courses of action.

- Author of the books, *No Excuse Leadership*, *Lessons from the U. S. Army's Elite Rangers*, *The Art of War Organized for Decision Making*, *TESTED, A New Strategy for Keeping Kids in the Faith* and *A Personal Decision for Jesus – or Not*.
- Developed the *Create the Know Executive Planning* program and *Full Spectrum Decision Making Process* and spoke to and trained many clients including the Chicago Mercantile Exchange, The Air Force Academy, Hensel Phelps, Inc., Sam's Club and The Berry Company.
- Advisor and trainer for program that translated the instilled military skills of teamwork, leadership and communication to civilian work environments for clients including CME, Fidelity and FedEx.

Military Leadership

From the age of 17, I have been educated in and had responsibility as a leader. I spent 11 years as an active-duty Army Officer. I served in the Republic of Korea as well as several posts around the United States. I was repeatedly recognized for my achievements and provided special opportunities as a result.

- Selected as best overall organization for 1992. (1 of 7)
- Optimized mission execution, reducing needed manpower and equipment by 25%.
- Specially selected as General's aide-de-camp for I-Corps Chief of Staff.
- Increased field training time 100% while improving quality by focusing on leadership development of subordinate leaders.
- Selected as best young officer in the battalion (1 of 20).

Education

- United States Military Academy, West Point, BS General Engineering, 1987
- U.S. Army Officers' Basic Course, 1987
- U. S. Army Ranger and Airborne Schools, 1988
- U.S. Army Officers' Advanced Course, 1992 – Top 10%
- Defense Language Institute; Russian, 1995 – Top 7%

Selected Publications, Topics and Keynote Addresses

- **Published;** *Bring Back the Blues*, Armor Magazine 1993; *The Complete Guide to Single Stock Futures*, by Wasendorf, Russell R. including *Trading the Ranger Way* September 2002, By Brett N. Steenbarger Linda Bradford Raschke, Brace Barber. *UAV Use in Stability Operations: Situational Awareness is Critical to Mission Success and Protecting Our People*. Stability Operations Magazine March-April 2013

- **Speaking/Training;** Keynote speaker at I Corps and Fort Lewis Army Ball. “*Year of the NCO*” June 11, 2009; Keynote speaker and *No Excuse Leadership Weekend* Air Force Academy, October 24, 2008, Center for Character Development, CLA Invitational; Speaker/Trainer at Hensel Phelps, Inc. *No Excuse Leadership Teamwork*, July 2007; Speaker/trainer, CIO and CFO Summits. *Proactive Leadership, Adding Value*, 2005 and 2006; Speaker, *No Excuse Leadership, Leadership Under Duress*, Sam’s Club Store Managers, September 16, 2004; Keynote Speaker: *Leading Yourself, Leading Clients*, The Berry Company September 8, 2004; SFO Conference 2002, Brett Steenbarger and Bruce Barber *Trading with the Instincts of an Army Ranger!*