

## Executive Biography



Joel E. Friederich is Vice President and Chief Operating Officer of Elbit Systems of America, Tallahassee.

Acting on behalf of Tallahassee Communications, Inc. (Talla-Com).

As Vice President and Chief Operating Officer of Elbit System of America, Tallahassee Operations, Mr. Joel E. Friederich is responsible for executive oversight, planning, guidance and direction for Talla-Com and its two wholly owned subsidiaries Talla-Tech and Mobat USA business. Mr. Friederich also serves on the Elbit System of America Leadership Team.

Elbit, formerly Talla-Com, is a defense electronics company, located in Tallahassee Florida. It is the largest private sector entity in Innovation Park. Elbit Systems of America is wholly owned subsidiaries of Elbit Systems Ltd.

Mr. Friederich joined Talla-Com in 2000 and was appointed to Director of Program Management. In 2006, he was promoted to President of Talla-Com and was then further promoted in 2007 to General Manager of the Tallahassee Operations. In 2008 he was then promoted to the Vice President and Chief Operating Officer of Elbit System of America.

Since joining Talla-Com, Mr. Friederich has been responsible for establishing the principles of program management activities, implementation of Lean Sigma initiatives, pursuit, capture and execution of existing and new business endeavors for the U.S. and International markets.

Mr. Friederich's charter is to ensure that the Tallahassee Operations meets and or exceeds the goals and objectives established by internal and external share holders with focus on quality and performance serving military customers.

Prior to joining Talla-Com, Mr. Friederich held CONUS and International Marketing and Program Management positions at Rockwell Collins. Mr. Friederich joined Rockwell Collins in 1990 as a Field Engineer and moved through the organization as Program Manager for Communication and Navigation business areas.

Mr. Friederich's last position at Rockwell was to lead International Business activities in the Europe and Asia Pacific Rim for Data Link Solutions which is a joint venture between Rockwell Collins and BAE Systems.

Prior to working with Rockwell, Mr. Friederich was on active duty in the U.S. Air Force, 16<sup>th</sup> Special Operations Command responsible for maintaining secure communications and navigation avionic systems in theater.

Mr. Friederich has a Bachelors degree in Business Management and is a certified Program Manager, PMP.

Mr. Friederich is married to his wife, Crystal, has two children and they are expecting their third this year.

*Marc Edwards  
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Crawfordville, FL 32327  
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**Experience Summary:**

Over sixteen years of sales experience working with private corporations and public sector agencies on a national as well as local level. From this, I possess ten years experience in the staff augmentation industry providing information technology resources to both private and public entities. My experience as a manager and sales leader within the staff augmentation industry afforded the opportunity to become President and CEO in my current position.

**Professional Experience:**

*IntegriSource, Inc  
President/CEO*

*2004 - present*

Responsibilities include the establishment of strategic direction and overall management of a growing Information Technology staff augmentation company. Lead the direction for and performed all sales activities within the company while establishing a national client base in both private and public sectors. Identify strategic business relationships to maximize company strengths in recruiting and staffing diverse information technology projects. Successfully negotiated and qualified IntegriSource as an approved staff augmentation vendor to the State of Florida. Recruit key personnel for the staffing opportunities within the company's client base.

*Consulting Solutions International (CSI)  
Manager, Government Affairs*

*2000 - 2004*

Responsibilities include the management of daily operations and setting the strategic direction for CSI's exposure within the public sector client base. Lead and assist account executives in the development, cultivation and maintenance of key relationships within state and local government to promote and grow staffing opportunities within the information technology sector. Work with agencies to identify resource and budget requirements to acquire necessary resources for desired application development. Led the negotiation of corporate contracts, billing and resource durations with both end clients and vendors. Coordinate, compose and submit company proposals to agencies requiring additional technical resources through use of a formal request process. Schedule and coordinate employee attendance, booth design and set-up, plus marketing material to provide a corporate presence at identified trade shows relating to our industry and target market. Work with our internal recruiting team as well as independently to properly identify, interview, qualify, recruit and negotiate employment with options including hourly, salary, sub-contract, and contract to hire agreements.

*Consulting Solutions International (CSI)  
Senior Account Manager*

Responsibilities include the management of executive level accounts with Senior Partners of the "Big 5" consulting firms to provide specific resources for successful national and international software implementations. Identify and develop key accounts within the public sector including state, county and local municipalities. Negotiate contracts, billing, and project duration criteria with end clients and vendors. Develop key strategic partnerships to provide a complete software solution implementation as desired by our clients. Coordinate proposal generation for end client technology solutions. Identify, qualify and recruit highly specialized technical and functional consultants for high profile software implementations.

*Cotelligent  
Senior Account Manager - Private Sector*

*1998 - 2000*

Responsibilities include the development of senior level accounts with CIO's, Vice President's of IT and Senior Managers implementing highly complex application software. Identified and developed targeted accounts to

provide contract resource services as required. Performed project scope assessment of end clients and skills analysis of software consultants to ensure the appropriate match. Trained incoming sales and recruiting employees with marketing and recruiting knowledge.

**Greg Allens', Inc.**  
**Branch Manager**

1996 - 1998

Responsible for opening a new branch and establish a new geographic territory for multi-million dollar printing and computer/office supply corporation. Developed new accounts within the private and public sectors. Successfully acquired and managed government contracts. Trained new personnel with specific industry knowledge. Successfully coordinated highly time sensitive projects with internal and external resources.

**Unisys Corporation**  
**Account Executive - Public Sector**

1995 - 1996

Responsibilities include the marketing and management of specific local government accounts and numerous universities. Provided solutions to clients in the area of software, hardware and consulting services.

**Simplex Time Recorder Co.**  
**Senior Sales Engineer**

1994 - 1995

Responsibilities include supporting 130 national Simplex offices with technical information, systems design and integration of building systems including fire alarm, security and intercommunications. Reviewed bid specifications and proposals for field sales staff. Trained incoming sales representatives attending formal corporate product training. Maintained customer contact through fire alarm and detention trade shows.

**Simplex Time Recorder Co.**  
**Building Systems Sales Representative**

1992 - 1994

Responsibilities include developing and managing an end user client base within a 26 county geographical territory. Performed cold calls, customer needs analysis and building systems design. Worked with Architects and Engineers in the design and functional operation of building systems including fire alarm, intercommunication and security. Successfully negotiated contracts with electrical contractors and provided project implementation support to ensure successful completion.

**Florida Department of Law Enforcement**  
**Computer Operations**

1986 - 1992

**Education:**

**Florida State University**  
**Bachelor of Science, Sales Management**

1988 - 1991

**Tallahassee Community College**  
**Associate in Arts, Data Processing Major**

1984 - 1988

**REFERENCES FURNISHED ON REQUEST**