

## Contact

[www.linkedin.com/in/keith-couch](https://www.linkedin.com/in/keith-couch)  
(LinkedIn)  
[www.sst-corporation.com/](https://www.sst-corporation.com/)  
(Company)

## Top Skills

Security Operations  
Stakeholder Management  
Business Development

## Certifications

Air Transport Pilot  
Project Management  
American Mensa Member  
DevOps Foundations: Going Cloud Native  
Artificial Intelligence Foundations: Machine Learning

## Publications

Officership and Leadership: The Responsibility of Honor and Principle  
The Imperative of Talent Platforms in Enhancing the Operational Readiness of the DoD in the Age of Artificial Intelligence. Part 1  
The Imperative of Talent Platforms Part 2  
Building a culture of loyalty, the foundation of talent management and preserving institutional longevity  
Building a Quality Force for Tomorrow

# Everett Keith C.

Chief Executive Officer at Special Support Technologies  
Whitefish, Montana, United States

## Summary

Proven Executive leader with extensive experience in planning, establishing, and directing execution of day-to-day operations and business management initiatives at the highest level - including sales, key account management, supply chain, and logistics for accomplishing sales/revenue goals, while ensuring strict compliance with organizational standards. I am adept at creating and analyzing strategic plans while simultaneously employing strategic improvement initiatives aimed at optimizing process efficiency and reducing costs. I am an accomplished leader; recognized for creating, training and mentoring cross-functional teams that are optimized for completing multiple parallel high level projects within strict time and budget constraints, as well as ensuring delivery of best-in-class services to elevate customer satisfaction. As my professional career continues to evolve, I remain steadfast in my belief that collaboration is the key to business success. Therefore, on a daily basis I am committed to building positive relationships with colleagues, executive management, and key stakeholders to realize strategic business goals.

---

## Experience

Special Support Technologies  
Chief Executive Officer  
July 2022 - Present (10 months)  
Virginia, United States

Chief Executive responsible for the operational oversight and leadership of SST to ensure the efficient implementation of the company's current Strategic Plan, while thoughtfully and diligently developing future Strategic Plans to achieve and sustain strong, long term, financial health. Moreover, I ensure SST maintains and cultivates strong relationships with both current and future business partners. Additionally, I review, evaluate, and supervise SST's corporate management team to ensure compatibility with the company's strategic and operational plans. I oversee recruitment, training, development,

and management of appropriate staff as necessary to achieve these plans, while supporting innovation and creativity, ensuring strong workforce development and cultivation through recruitment and retention, employee satisfaction, and overall engagement initiatives.

## Experfy

### Chief Government Operations Officer

September 2020 - Present (2 years 8 months)

Boston, Massachusetts, United States

C-Suite executive responsible for strategic oversight of Experfy's global government operations. Leads current federal customer relations, operations, and new business development within the Government sector. Oversees, cultivates, and grows delivery within the government market and ensure delivery teams meet and exceed quality standards and financial performance objectives. Oversees Program Directors and Project Managers tasked with delivering solutions on time and within budget while working to find areas of growth and new business. Develops and maintains industry partnerships. Identifies and defines new requirements and guides operations and development to leverage opportunities in the federal, domestic and international markets. Works across company to ensure synchronized operations and planning.

## FOURBLOCK| THE STATECRAFT FOUNDATION

### Senior Advisor and Advisory Board Member

July 2019 - July 2022 (3 years 1 month)

Washington, DC & Boston, MA

In my current role of Advisory Board Member:

I am responsible for aiding in the development and integration of a ten-year strategic plan, as well as overseeing all key event management initiatives aimed at accomplishing organizational goals. I am providing consultancy to the Fourblock leadership team for facilitating veterans in transitioning to civilian workforce.

Below are some of my Key Achievements in this role:

- Increased grants/endowments by 100% in contrast to previous year by creating and spearheading execution of strategic fundraising campaigns.

## Atlantic Council

## Senior Fellow/Senior Advisor

July 2019 - July 2020 (1 year 1 month)

Washington DC-Baltimore Area

I participated in various key events across the US and Europe with participants including high-level government officials. I fostered critical relationships between uniformed services and key influencers in order to advance Marine Corps engagement initiatives. I also collaborated with Harvard University's innovation lab team to analyze impact of AI and emerging technology on future workforce.

Key achievements include:

- Wrote and published three articles highlighting the importance of Organizational Talent Management and how best to tackle the potential issues facing our men and women in uniform as AI and emerging tech become more of a factor in operational readiness.

## US Marine Corps Headquarters, Henderson Hall

Chief Executive Officer & Advisory Board Member

July 2017 - June 2019 (2 years)

Arlington, VA

In my previous role of Chief Executive Officer & Advisory Board Member:

I developed and directed execution of day-to-day operational processes, including logistics, training, administrative support, and marine base/facilities operations, while managing assets with combined value of over \$300M, including 200 civilians and 2200 marines. I oversaw operations, marketing, and P&L of marine corps exchange with sales budget of \$25M aimed at reducing costs and accomplishing saving goals. I led negotiations with union for over 200 employees without any issues and problems.

Below were some of my Key Achievements in this role:

- Allocated and administered personnel budget of \$11M+ and over 7000 computers with total value of \$7M.
- Increased Profits by over \$1.5M in less than two years through development and execution of cost control initiatives and targeted marketing plans.
- Generated 50% year-over-year improvement in operational efficiency by developing and implementing policies, including agile methodologies for training, logistics, and communications.

- Accomplished savings of over \$1.5M through careful management of \$40M + operational budget and introducing streamlined processes resulting in mitigation of losses from inefficiency and poor fiscal policy.

### III Marine Expeditionary Force

#### Chief Plans/Strategy Officer

September 2015 - June 2017 (1 year 10 months)

Okinawa, Japan

In my role as Chief Planning & Strategy Officer:

I piloted development and implementation of all Marine Corps operational and force planning initiatives for the Pacific region by managing and mentoring a highly skilled team of operational planners. I oversaw planning and allocation of Marine Corps capital in the defense policy review initiative. I conducted specially designed training programs for team/staff members to communicate protocols and improving performance/productivity.

Below was my Key Achievement in this role:

- Saved hundreds of millions of dollars while managing portfolio of over \$50B by establishing and directing execution of strategic framework for optimizing resource utilization.

### Harvard Kennedy School

#### National Security Fellow

July 2014 - July 2015 (1 year 1 month)

Cambridge, Massachusetts

Hand selected as the only officer to represent the U.S. Marine Corps as a Fellow and student at Harvard University

- Conducted research in national security and leadership issues as they pertain to international and domestic senior level policy making.
- Conducted research in international government relations, Inter-agency policy execution to counter violent extremism (CVE), challenges to US CVE operations, risk management, high performance smart power strategy, and policy issues as they pertain to US National Security.

### OFFICE OF THE COMMANDANT OF THE MARINE CORPS

4 years 2 months

#### Strategic Analyst, Policy Advisor, and Author

July 2012 - July 2014 (2 years 1 month)

Arlington, Virginia, United States

In my role of Strategic Analyst, Policy Advisor, & Author:

I determined strategic analysis and planning initiatives, as well as delivered advisory services to the Chief Executive of a 200K person and \$40B organization. I cultivated and maintained positive relationships with multiple key agencies and sources, conducted analysis, and developed initiatives to adhere to Commandant of Marine Corps strategic vision.

Below were my Key Achievements in this role:

- Spearheaded 2014 Quadrennial Defense Review and crafted multiple articles published in Washington Post, Proceedings, and the Marine Corps Gazette.

CEO, Chief Instructor Pilot & Chief Safety Officer

June 2010 - July 2012 (2 years 2 months)

Yuma, Arizona

In my role of CEO, Chief Instructor Pilot, & Chief Safety Officer:

I defined and directed execution of day-to-day operational processes for western region, while managing \$5M logistical budget, as well as five search/rescue and two operational support aircraft. I established and steered implementation of strategic initiatives for welfare, administrative support, formal military training, and professional military education of over 800 personnel and over \$100 million in assets.

Below were some of my Key Achievements in this role:

- Enhanced aviation flight hour goals by 25% and training programs efficiency by 50%.
- Increased operational efficiency and support by 50% in span of two-years and saved millions dollars by optimizing training processes and programs.

Marine Aviation Training System Site Yuma

Director Of Operations

September 2009 - June 2010 (10 months)

Yuma, Arizona, United States

Principal Executive responsible to the Commanding General of 3rd Marine Air Wing for AV-8B education, training, and flight leadership standardization while managing a \$30M simulator facility

- ▶ Brought the unit to an Initial Operating Capacity in under 1 year.
- ▶ Enabled networked aviation training operations, and developed the first combat wingman university & basic combat wingman course to the program in the Marine Corps.

## USCENTCOM

3 years 1 month

### Chief Of Staff

July 2008 - July 2009 (1 year 1 month)

Chief of Staff to the Deputy Commanding General for United States Central Command.

- ▶ Created, modified, and ensured execution and planning of Senior level daily, weekly and long range schedules.
- ▶ Coordinated with senior staff at the Combatant Command, Chairman of the Joint Chiefs, and Executive Branch of the US Government levels to ensure synchronization of short and long range schedules.
- ▶ Supervised, prioritized and assisted in the drafting and flow of all official, professional and personal correspondence at the senior executive level.
- ▶ Facilitated, scheduled and coordinated all facets of travel, protocol requirements, security requirements, communications requirements and administrative requirements for full spectrum CONUS and OCONUS travel at the senior executive level.

### Deputy Director and Director Of Operations

July 2006 - July 2008 (2 years 1 month)

Primary operations executive in charge of monitoring, facilitating, and executing all Maritime operations in northeastern Africa and the US CENTCOM area of operations.

- ▶ Participated in numerous relief operations in the Horn of Africa, while also serving as the sole Marine Aviation liaison to the US Central Command (USCENTCOM) current operations staff for Marine Expeditionary Unit (MEU) Operations in Iraq, Afghanistan and the Horn of Africa.
- ▶ Produced daily briefings for the Chief Executive for US CENTRAL COMMAND.

### Marine Wing Headquarters Squadron 2

Senior Vice President and Chief Executive Officer

June 2004 - June 2006 (2 years 1 month)

Sr. Vice President and CEO providing executive oversight and management of a 900 person organization.

- ▶ Managed the organizational safety program as Chief Safety Officer.
- ▶ Directly interacted with families on all domestic matters involving unit personnel.
- ▶ Managed the unit Security Program, responsible for all classified materials within the unit.
- ▶ Named acting Chief Executive for 1 year as the organization was dual sited for operations both in CONUS and in Iraq.
- ▶ Supervised the logistical movement of over 150 personnel to Iraq to include pre deployment briefs, equipment, training and medical.
- ▶ Supervised over \$93 million in Supply/Fiscal accounts while deployed to Iraq and completed a reconciliation with no discrepancies.
- ▶ Supervised an over 2400 personnel billeting facility; to include maintenance, cleanup, fortification and turnover with incoming units.
- ▶ Supervised an account of over 13 million dollars worth of highly classified COMSEC gear while completing over 200 individual inspections and one wall to wall inspection with no discrepancies.
- ▶ Flew over 80 combat sorties as a Weapons and Tactics Instructor while working as the sole AV-8B rep on the Commanding Generals staff.
- ▶ Supervised logistical requirements and execution of the redeployment for over 350 personnel and equipment to CONUS from Iraq.

## VMA-223

1 year 8 months

Director of Operations & Director of Pilot Training

September 2003 - June 2004 (10 months)

Cherry Point, North Carolina

- ▶ Developed and supervised the training management plan for over 20 aviators and \$500 Million in AV-8Bs.
- ▶ Developed, wrote and executed a graduate level aviation training program that resulted in 4 new Weapons Training Officers and two new Marine Corps Weapons and Tactics Instructors.
- ▶ Developed, executed and assessed an operations plan in a 16-jet AV-8B squadron with a flight hour budget of over \$100 Million.
- ▶ Responsible for the day-to-day operations for an attack squadron with 16 AV-8B aircraft and 20 pilots.

Director of Maintenance

November 2002 - September 2003 (11 months)

- Keen foresight, maintenance department team building and meticulously scheduled maintenance planning with over \$500M of AV-8Bs directly contributed to exceeding the fully mission capable goal and partial mission goals, consistently reaching a 75% mission capable rate. Leader of over 220 maintenance Marines.
- Director for all scheduled and unscheduled maintenance activities for 16 AV-8B aircraft valued at over \$500M and leader for over 220 maintenance personnel with a budget of over \$80 Million for aviation replacement parts and fuel.
- Weapons and Tactics Instructor Course (WTI) - Selected from among the top 5% of all Marine AV-8B pilots to attend the Marine Corps Weapons and Tactics Course, the premier academic, ground combat, combat service support and pilot training program in the world.

---

## Education

Harvard University, John F. Kennedy School of Government  
Cyber Security: The Intersection of Policy and Technology, Executive Education · (2015 - 2015)

UNC Kenan-Flagler Business School  
Strategic Business leaders course · (2018 - 2018)

Harvard University, John F. Kennedy School of Government  
National Security Policy Studies · (2014 - 2015)

Boston University  
MS, Management/Project Management · (2007 - 2009)

University of Kentucky  
BS, Mechanical Engineering