

The Aerospace & Defense Forum: How To Reposition From Defense To Commercial

06.24.2014

Breakfast & Check-in 7:00 a.m. - 7:30 a.m.

Meeting & Presentation 7:30 a.m. - 9:00 a.m.

Networking 9:00 a.m. - 9:30 a.m.

Sheppard Mullin

12275 El Camino Real

Suite 200

San Diego, CA 92130

[Click here to register](#)

Featuring Guest Speaker:

Eric Basu, *CEO*, Sentek Global

Sequestration and defense cutbacks have resulted in a dramatically changed environment for defense contractors in the last several years. Gone are the "boom" days of free flowing cash via lucrative and easy to find contracts. The defense environment now is highly competitive and many small and medium sized companies have downsized or shut down.

Some companies have tried to reposition their offerings to non-governmental customers, for the most part unsuccessfully. Eric Basu, CEO of Sentek Global, will describe how his company approached the commercial market, focusing on several areas:

- Product offerings
- Sales force restructuring
- Marketing and
- Accounting issues

ABOUT SENTEK GLOBAL

For more than a decade, Sentek Global has led by example in providing highly technical services to support government and commercial programs. From defense information assurance certification training initiatives and government IT project management support to military command and control system engineering as well

as commercial network security assurance, the company can create cost effective solutions that work from Day One.

The Sentek Global team includes a unique and valuable mix of IT security and program managers working alongside retired senior military, government, and business managers. Doing so provides the company with decades of detailed technology and proven leadership experience, along with a reputation for expertly assisting its clients in meeting their requirements, expanding their programs and accomplishing their missions.

ABOUT THE SPEAKER

Eric Basu is the CEO of Sentek Global, which provides engineering and program management support to government customers around the world.

Prior to founding Sentek Global Eric was Co-Founder and President of Global Entertainment Security, which provides security services to the entertainment industry domestically and abroad, including intellectual property protection, executive protection and other specialized security services.

Previously Eric was Managing Director of the Bradbury Capital Group, a leveraged buy-out partnership, Chief Portal Architect at Alitum, where he managed various IT enterprise projects, Senior Consultant at PricewaterhouseCoopers, Consultant at KPMG Consulting (now BearingPoint), and a Special Warfare Officer (SEAL) in the US Navy for 11 years.

ABOUT THE FORUM

The Aerospace and Defense Forum is a global aerospace and defense leadership community of over 900 individuals that provides opportunities for sharing of information, current events, and analysis, mutual support and encouragement, partnering, innovation, and performance breakthroughs.

- ***Attendance at this event is free for A&D Forum members, \$30 for non-members until June 17, and \$40 for non-members after June 17***
- ***Parking is free--located next to both entrances of the building***
- ***A light continental breakfast will be available starting at 7:15 a.m.***
- ***Bring a business card--they will be duplicated and everyone will get a copy of all attendees' cards***
- ***Attire is business casual***

Questions? Contact Rheanna Smith at rsmith@sheppardmullin.com or 858.720.7449.

Industries

Aerospace & Defense