

F-35 Business Development And Strategy Integration

Jack R. Crisler, Vice President Lockheed Martin



Jack is Vice President, F-35 Business Development and Strategic Integration. In this position, he serves as the primary Aeronautics interface, senior company advisor and advocate for all F-35 Domestic and International Business Development matters. He ensures key long-term customer relationships are developed and maintained, while developing and implementing long-range plans for the F-35. He is also responsible for supporting communications strategy, international industrial strategy, teaming agreements, international sustainment strategy, and block development.

Previously, Jack was Vice President, Strategy and Business Development for Air Mobility, Special Operations and Maritime Programs. In this position he developed and executed the mobility line of business strategy and he led a team responsible for

worldwide sales of all versions of the C-130J and for modernization and sustainment of both new and legacy Air Mobility, SOF and Maritime aircraft, including the C-5M and P-3.

Jack also served as the Deputy for International Air Mobility reporting to the Vice President of Air Mobility and Special Operations Forces for several years. In this capacity, he was accountable for the pursuit and capture of mobility, maritime patrol, and sustainment opportunities in the international market place.

While in leadership positions, Jack has been asked by the executive team to assume special assignments and to personally lead the capture of corporate focus and priority programs including the USN's Multi-mission Maritime Aircraft; as well as successful campaigns in Canada, Denmark, Greece, and Malaysia. In this capacity he formed integrated product teams that defined the program requirements, established schedules, partnerships, and defined the appropriate business case to ensure success with US Government and international customers.

Jack returned to Lockheed Martin after a brief pursuit of opportunities outside the company between 1996 and 1998. He returned as Business Development Director for aircraft re-sales at Lockheed Martin where he was charged with identifying customer candidates and developing sales plans and strategies for sales of aircraft received on trade.

He joined Lockheed in 1986 in the Public Relations department and was later asked to join the international sales organization where he became the senior sales manager of Southeast Asia and the surrounding region.

Jack was graduated from the University of Georgia with a Bachelor of Arts degree in Journalism and Business Administration. He is also a 2012 graduate of the National Defense University, Industrial College of the Armed Forces, where he earned a Masters in Science of National Resource Strategy.

Jack and his wife Angela live in Colleyville, Texas.