

Defense Industry Executive / Business Director



Executive

Strategist

Networking

Motivation to Attend

Stay ahead of defense market trends, understand customer priorities, and position their organization for future opportunities through partnerships, visibility, and strategic insights. She's focused on competitive intelligence, pipeline growth, and reinforcing relationships with key stakeholders across government and industry.

"I want to make sure our company is showing up in the right places, with the right people, and ready for the next big opportunity."

- Experience: 15-20 yrs
- Role: VP, Capture Manager
- Direct Reports: 10-50

Biography

Dana Brooks is the Director of Business Development for a mid-size defense contractor specializing in virtual training environments. A seasoned capture strategist, she uses I/ITSEC to maintain executive-level relationships with DoD decision-makers, assess competitor positioning, and support her team in identifying emerging customer needs. Dana isn't attending every session—she's in targeted meetings, walking the floor with intent, and ensuring her company is recognized as a trusted, innovative partner.

Interest Level

Program Briefs					
Workshops					
Special Events					
Tutorials					
Technical Papers					

Common Needs/Tools

- VIP networking and executive matchmaking events
- High-level DoD acquisition or modernization briefings
- Tools to track competitor presence and customer priorities
- Insights into budget forecasts and capability gaps
- Opportunities to support team visibility at showcase events

NTSA



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Title	Day	Time	Location	Event Type
Black Swan — The Four Horsemen of AI	Monday	15:30–17:00	330CDGH	Special Event
Opening Ceremonies & Keynotes	Tuesday	08:00–10:30	Hyatt Windermere Ballroom	Special Event
Senior Leader Panel	Tuesday	10:30–12:00	Hyatt Windermere Ballroom	Signature Event
Breaking through Barriers	Tuesday	16:00–17:30	330CDGH	Signature Event
Exhibitor Networking Event	Tuesday	17:30–18:30	Exhibit Hall	Special Event
USAF PEO Training: Acquisition Update	Wednesday	08:30–10:00	330CDGH	Program Brief
Cutting Edge Innovation – Rapidly Advancing M&S	Wednesday	10:30–12:00	330CDGH	Special Event
Women in Modeling & Simulation	Wednesday	13:30–15:00	330EF	Focus Event
Wearables and Human Sensors	Thursday	08:30–10:00	Destination Lounge	Next Big Thing
Army Acquisition Update (TSIS Updates)	Thursday	11:00–15:00	330CDGH	Program Brief