

ROSENDO (RUDY) NARANJO

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SUMMARY

Experienced executive and international marketer. Successful diverse career in aerospace and communications managing high profile programs (NASA, U.S. Department of Defense and the private sector). Most recently marketing consultant to the Inter-American Development Bank and World Bank promoting interactive Internet, data transmission, e-commerce and telemedicine via satellite in Latin America. Recognized expert in the area of international wireless communication and its applications. Effective at negotiating and bringing to closure new business opportunities. Founder and inspiration to International Business and Consulting Engineers (INBUCOEN), a consortium promoting fix wireless, cellular projects and business opportunities between the U.S. and Latin America. Fluent in Spanish, Italian and Portuguese.

AREAS OF EXPERTISE

Systems Engineering

International Marketing

Business Development Applications

Satellite Communications

Cellular Communication

Technology Transfer

Space Systems Applications

Wireless Communications

EXPERIENCE

National Aeronautics and Space Administration (NASA)

Washington, DC

1980-2001

Technical Consultant

Tulane University

New Orleans, LA

United Nations

New York, N. Y.

1998-200

Organized effectively collaborative projects between federal government, international governments, private industries and academic communities in the areas of satellite wireless communications and information technologies. Applied these in emergency management both domestically and internationally. Negotiated Intelsat free satellite transponder support for use in natural and technological disaster response for developing nations in Latin America and Africa.

- Advocated and successfully spearheaded U.S. support for a science-based IT integrated approach to mitigating, preparing for, responding to and recovering from natural hazards as the Global Disaster Information Network (GDIN) Program Officer representative at the Latin American Regional Planning Conference in October 2000.
- Developed U.S. and Latin American technical standards and operational interface between multi-national natural hazard information processing centers and the proposed GDIN.

Program Manager

Shuttle-MIR Russian Space Station Docking Interface

1996-1998

Provided verification and validation of composite materials technology application leading to risk management strategy for less costly new space vehicles.

- Prepared profiles and marketing plan for Space Shuttle Launch Services Agreements for 15 satellites US and foreign including the first time ever retrieval and redeployment of an Intelsat satellite from low orbit to cover Latino America.

System Program Manager

Space Shuttle Technology Transfer

1986-1996

Developed and executed program plan for Shuttle, ELV (Expendable Launch Vehicles), Upper Stages and NASA's technical disciplines.

- Assured compliance with U.S. State Department International Traffic in Arms Regulations and U.S. Commerce Department's Export Administration Regulations (EAR's) NASA representative for 15 years.

Program Manager

Space Station Science Integration

1984-1986

- Key contributor in developing interdisciplinary and interagency requirements and global networking strategy for NASA in the European Countries. U.S. representative at NATO.

Senior Space Shuttle Marketing Engineering Advisor

Space Shuttle

1980-1984

Program and International Space Station

- Developed documentation for international customers asking for loans from the Export/Import Bank for launching communication satellites for Mexico (Morelos).
- Organized and represented NASA Space Program at numerous national and international TV media events such as CNN, NBC and UNIVISION.

U. S. Department of Defense

Washington, D.C.

1973-1980

Acquisition Manager

Naval Air Systems Command

Washington, DC.

1978-1980

- Managed requirements of multi-billion dollar Navstar/Global Position System (GPS) program coordinating 30 contracts. NASA representative at NATO.
- Translated military technology requirements into marketable commercial applications liaison with domestic and international organizations. U. S. technical representative at NATO.
- Implemented acquisition philosophy of total life-cycle cost basis of military hardware.

Project Manager

Naval Ocean Systems Center

San Diego, CA

1973-1978

- Developed interface for use among satellite and computer hardware and software in a world wide net applications using the most advance technology for secret data transmission.

EDUCATION

University of California at Los Angeles (UCLA) – Los Angeles, California

MS in Systems Management Engineering

University of California at Los Angeles (UCLA) – Los Angeles, California

BS in Electronic Engineering

SELECTED PAPERS AND INTERVIEWS

"Applications of Wireless and Cellular Communication Technologies for Natural Disasters."

World Bank; Seattle, Washington; March 2000.

"Internet Application in Education for Rural Areas in Developing Nations." Miami, Florida;

November 1999.

"Space Technology and Its Link to Education." Space Education Symposium; Turin, Italy;

October 1997.

NBC News Interview, Washington, DC.; Dateline NBC. "Application of the Starlite Material in Space Programs." September 1994.