



Sally G. Fernandez

Career History

Chief Executive Officer, Fernandez Enterprises, LLC (09/2006 - Present)

Company Overview: Fernandez Enterprises, LLC, based in Tucson, Arizona and Vancouver, BC, is the manufacturer and distributor of military, homeland security and commercial markets for aircraft, ground vehicles and watercraft maintenance equipment. Fernandez Enterprise products are OSHA compliant leading the industry in safe maintenance equipment to protect the lives of those who work on such vital equipment that keep America safe and strong. The products are made of state of the art lightweight materials offering reduced shipping cost and longer life.

Scope of Responsibilities: Ms. Fernandez leads business development.

President, Safety Dynamics, Inc. (09/2005 - Present)

Company Overview: Safety Dynamics, Inc. headquartered in Tucson, Arizona and Oak Brook, Illinois, is the manufacturer and seller of the SENTRI™, the Smart Sensor Enabled Neural Threat Recognition and Identification system. The SENTRI™ employs the patented technology developed at the University of Southern California that models the real functions of the human brain enabling the system to recognize and identify sounds much like the human ear. The system recognizes sound signatures as short as a gunshot and as long as a running diesel truck engine, even when background noise levels are high, can determine directionality and location of sounds and can operationally interface with other sensors such as chemical detectors, pan/tilt/zoom cameras, and pressure sensors.

Scope of Responsibilities: Ms. Fernandez leads all aspects of the business.

Partner, Unmanned Vehicle Technologies, LLC (01/2004 - Present)

Company Overview: Unmanned Vehicle Technologies, LLC, based in Tucson, Arizona, is the manufacturer and seller of the CyberEye, an economical, portable, light weight unmanned air vehicle that can support a wide variety of missions such as surveillance, tracking targets, and reconnaissance.

CyberEye is backpack or small case portable and is designed to be hand launched for quick deployment. Autonomous reconnaissance and surveillance capabilities including flight plan retasking of up to 990 points. **CyberEye** Designed to satisfy the requirements of the AZ Interagency Drug Interdiction Team, Navy, Ft. Huachuca Army Battle Labs, utility, railroad, pipeline, and facility security needs. CyberEye can serve as a force multiplier for the military, law enforcement, support border and homeland security needs and extend security forces for any large venue such as the railroads, utilities and pipelines.

Scope of Responsibilities: Ms. Fernandez leads business development and overall company administration.

Founder, President & CEO, Technology Development & Research Institute, Inc.
(01/2004 - Present)

Company Overview: Technology Development & Research Institute (TDRI), headquartered in Tucson, Arizona primary mission is to provide shared resources to technology based companies to enable development of new technologies / products that support commercial, defense, homeland & border security needs as identified and secured by TDRI. The TDRI's secondary mission is to provide an industry designed practical application learning environment for underrepresented minority youth, particularly Native American & Hispanic, to enhance their science, math & engineering interests.

Scope of Responsibilities: Ms. Fernandez leads all aspects of the business.

President, The Fernandez Group
(06/1996 - Present)

Company Overview: The Fernandez Group (TFG) is a consulting practice that offers business management consulting services to U.S, Mexico and Canadian based companies and organizations. TFG specializes in: serving as the Senior Executive or on the Senior Executive teams of profit and not for profit organizations leading strategic communications, public affairs, strategic planning, advertising and marketing, and crisis management. TFG clients have included the: Arizona Association of Industries (400 members); Aerospace Association of Canada; Southern Arizona Industry & Aerospace Alliance (200 members); Southern Arizona Technology Council (1200 members); Technology Development & Research Institute (1200 members), Technology Tree Group, Offshore Group; Office of Naval Research; Apache Nitrogen Products; Brush Ceramic Products; Competitive Engineering; Industry Network Corporation; Interport of Mexico; Manufacturing Extension Partnership; Molecular Technologies Inc.; Moltech Power Systems (formerly Energizer Power Systems a division of Ever Ready Battery); Spectrum Printing; Urban Engineering, Inc.; New Energy Ventures; Public Interest Coalition on Energy; Actlink USA; Innovative Waste Utilization; Hargis+Associates Engineering & Environmental Consultants; SRK Engineering & Environmental Consultants; Intergroup of Arizona; Health Net of Arizona; Anheuser-Busch Companies; Arizona Restaurant Association; Living Legends of Boxing; Pepsi Cola USA; and, United Way of Southern Arizona.

Scope of Responsibilities: Ms. Fernandez leads all aspects of the practice including: financial management, information systems, business development, client relations, development and execution of client work plans for all areas of the practice.

Accomplishments: TFG is the founder of the Technology Development & Research Institute and leads identification of new defense, homeland security and commercial development activities as well as commercialization of new technologies. In less than one year, TFG has secured over \$10 million in potential new business opportunities. TFG has led the mission of the TDRI to include business development and educational programming and has secured two Department of Defense grants totaling \$5.18 million. TFG has developed and executed advertising, sales and cause related marketing campaigns for clients with up to \$2 - 4 million budgets. TFG has served as the agency of record/company spokesperson for 60% of their clients. TFG led the

merger of three independent trade associations growing the group from 20 member companies to over 200. TFG served on a 9 person Executive team that would lead the turnaround of this nearly \$800 million dollar company.

[Hughes Aircraft Company, Weapons Systems Segment](#)

[Director, Communication & Public Affairs](#)

(03/1994 - 06/1996)

Company Overview: The Weapons Systems Segment was a \$2.5 billion business that manufactured products for the defense industry. Segment Executives had responsibility for over 10,000 employees employed at Hughes Missile Systems headquartered in Tucson, AZ; Naval & Maritime Systems headquarters in Fullerton, CA and Delco Systems, headquartered in Santa Barbara, CA.

Responsibilities: Ms. Fernandez directed all internal and external communications including: employee, customer and stakeholder communications; product and image advertising; graphics, video and photography support services; reprographic services; technical documentation including providing information systems analysis, records maintenance and report preparation for all company practices, policies and procedures required by the Department of Defense; maintaining and operating the Research Library; defense proposal support (represented \$5.2 billion in potential new business); media relations including serving as the company spokesperson; and directing Public Affairs including charitable giving, community involvement and government affairs including serving as the Chief Lobbyist and directing all legislative lobbying interests related to defense, tax, environment, water, health, human resources and energy at the city, county, state and federal levels. She also served on a number of local, state and national boards and commissions on behalf of the company and a number of Executive teams including Hughes Corporate Workforce 2000 Team, Hughes Aircraft Customer Satisfaction Team, Integrated Product Development Team, President, Hughes Tucson Active Citizenship Fund (political action committee), Hughes Strategic/Long Term Business Planning Team, Employee Issues Review Team and Hughes 2000 Team (organization change team), Hughes Live Team (communications team), and served as a member of General Motors Corporation's Corporate Contributions Planning Board providing advice and decision making to GM's \$60 million foundation.

Accomplishments: Served as a member of a 20 member executive team and led 90 full-time and 70 contract employees and a \$5.6 million budget. Leading the development of a Communications and Public Affairs department to ensure the company's image was changed both internally and externally from a negative position to a positive position within 18 months.

[Anheuser-Busch Companies, Corporate](#)

[Director, Corporate Relations](#)

(03/1989 - 03/1994)

Company Overview: Anheuser-Busch Companies is an entertainment company serving as the parent company to a number of companies that produced beer, snack foods, bread, beer ingredients (i.e.; hops), cans, promotional products; provide support services such as sports marketing, the media group (i.e.; TV production), events entertainment marketing, properties management; and lastly venue companies including theme parks and sports teams.

Responsibilities: Ms. Fernandez served as one of 200 Executives who were responsible for this \$7.4 billion dollar company. She also directed a staff of 15 employees located nationwide & a \$7.0 million budget. Specific responsibilities included developing and executing nationwide Hispanic, Asian and Native American Markets Corporate Relations Programs including: image advertising print, TV, radio, billboards, etc...; promotions and events marketing including: developing and directing the execution of national charitable TV productions for English and Spanish language TV and developing related advertising and Point of Sale (POS) promotional materials, developing nationwide cause related sales promotions such as 20 city celebrity golf tournaments, celebrity boxing matches, celebrity snow skiing events including the development of related POS materials and advertising campaigns; media relations English and Spanish; government affairs including state and federal lobbying with city and county officials, state and federal legislators and the White House; developing and implementing charitable giving and

community relations programs; and, conducting market visits to work with product distributors and vendors to develop cause related sales, cause related marketing and advertising initiatives that improve sales.

Accomplishments: Ms. Fernandez served on the Corporate Marketing team for Sea World and on the Corporate Acquisition team for the Modelo Brewery of Mexico. Her primary responsibilities included conducting business operations analysis to identify and provide solutions related to production hurdles and to conduct market analysis to increase market penetration of the company's products in Mexico. Ms. Fernandez also led an effort to improve market penetration and expansion for the Eagle Snacks company nationwide, developed the bread companies first nationwide Hispanic segment cause related marketing program, led an effort to "can the beer tax" decreasing the initial tax threat by 80%. She also led a company initiative that successfully prevented a highly volatile potential nationwide beer boycott within less than one month. Ms. Fernandez also served as a member of the companies Executive Women's Task Force providing advice and guidance to the Policy Committee regarding Marketing, Advertising, Employment and Charitable Giving within the female market.

General Motors Corporation, Corporate Strategic Planning, Advanced Engineering Staff (06/1984 - 03/1989)

Company Overview: General Motors Corporation manufacturer of cars was the largest auto manufacturer in the industry at this time. The company's market base was severely threatened by a number of issues including: the introduction of less expensive Asian produced cars; the growing strength of the United Auto Workers and related escalating labor rates and benefit demands; and, the growth of the Hispanic marketplace and resulting demands for equal and fair treatment in the marketplace.

Responsibilities: Ms. Fernandez served on the Strategic Planning team for the Advanced Engineering Staff (AES) with responsibility for: training research scientist to utilize Decision Risk Analysis methodologies to improve ROI from the \$80 million research budget; providing advice and guidance to the AES Vice President regarding all research project request; and conducting competitive analysis for high-end luxury vehicles and marketing support to evolve a "segment marketing" war room for all GM car lines. Prior to moving to Strategic Planning, Ms. Fernandez participated in a Management Development Program with the AES where her responsibilities included: developing personnel policies and procedures; employee communications; managing Executive Progression and Succession Planning, Salaried Compensation and Merit Planning and the Employee Appraisal Program. Prior to the AES assignment, her assignments were in College Recruiting where my responsibilities included: managing 25% of the college recruiting activity covering 14 universities and 7 GM Divisions; managing GM's Foundation university charitable gifts; establishing recruiting policies and procedures; conducting recruiting cost analysis; managing the Recruiting Training Certification Program; establishing salary and benefit packages; managing minority Professional Staffing; managing the Hispanic market education and employment efforts including: developing the public image campaign, charitable giving, community involvement, recruiting, and developing secondary school career awareness programs. Hispanic market activities were the by products of the Hispanic Market Strategic Plan that Ms. Fernandez was hired to develop, while on Special Assignment to the Executive Committee.

Accomplishments: Preparing the Hispanic Market Strategic Plan that provided guidance and direction for GM's historical and current community involvement, charitable giving, government relations, education and employment, marketing, advertising, supplier purchasing, investment banking, and Minority Dealer Development was an accomplishment that received national attention and recognition. Serving as the Nationwide Hispanic Community Corporate Liaison, serving on advisory boards and speaking publicly on behalf of the company and serving on the Corporate College Recruiting Teams for Southern University and University of Texas at El Paso.

GMI Engineering & Management Institute
Corporate Account Manager & Assistant Director of Admissions
(08/1982 - 06/1984)

Company Overview: The institution, at this time, was recently divested from the General Motors Corporation and was facing the challenge of becoming self-sufficient. GMI was considered to be one of the top ten engineering schools in the country, at this time.

Responsibilities: As a Corporate Account Manager, Ms. Fernandez managed the relationship between GMI and nationwide corporate accounts including: designing marketing materials; conducting sales presentations to Fortune 500 companies to solicit student co-op program sponsorship; assisting corporate sponsors to select students; developing work experiences. Prior to this assignment, Ms. Fernandez served as Assistant Director of Admissions managing the relationship between the Corporate Recruiting Staff and the Admissions Staff to ensure employment needs matched student applicant pool; reviewing student applications to make admissions recommendations; designing and implementing new professional staff and student recruiters training; and conducting nationwide recruiting visits to high schools and potential sponsors.

Ingham & Clinton Intermediate School Districts
Placement Director, Vocational Education
(06/1980 - 08/1982)

Organization Overview: As an urban market, the Ingham Intermediate School District supported 11 feeder school systems while the Clinton Intermediate School District supported 6 school systems.

Responsibilities: Ms. Fernandez developed, field tested and administered Vocational Education Placement Program models including: identifying students ready for employment; developing and conducting Employability Skills classes; presenting to local businesses to solicit employment opportunities; developing work plans with employers and developing marketing materials.

Accomplishments: Ms. Fernandez prepared federal and state grant requests that were awarded enabling the continuation of the program and funding for equipment and staff.

Education

Michigan State University -- (1980) Bachelor of Arts, Political Science Pre-Law

University of Michigan -- Public Administration -- Coursework

Detroit College of Law Studies -- Law Studies -- Interrupted to move to St. Louis to take on an Executive position at Anheuser-Busch Companies.

Harvard University -- Executive Development Program on Negotiations

Languages

English

Spanish (Average Fluency)

Community Service

Illinois Hispanic Chamber of Commerce, Member

Leadership America, Member

National Women's Leadership Council, United Way of America, Member

Southern Arizona Technology Council, President Board of Directors
Tucson Airport Authority, Member
Tucson Hispanic Chamber of Commerce, Member
United States Hispanic Chamber of Commerce, Board Member
United Way of America, Member Board of Trustees

Recognition & Awards

Small Business Leader of The Year, 2007
Manufacturer of The Year, 2007
Hispanic Trends 2007
Hispanic Business Woman of The Year 2006
Women of Influence, Inside Tucson Business 2005
Crystal Apple Award 2004
Boys & Girls Club Hero, 2001 - 2004
City of Tucson Foundation For Leadership, 2001
Small Manufacturers Executives of Tucson, 2000
United Way of Southern Arizona, 1994 - 2003
Women On The Move - Tucson YWCA, 1995
Tucson 40 Under 40 - Territorial Newspapers, 1995
Notable Hispanic American Women, 1994
Who's Who in Hispanic Americans, 1988 - 1995
Leadership America Alum, 1991
Outstanding Young Women in America, 1988
Recognized by the University of Michigan, Michigan State University, Western Michigan University, New Mexico State University and the University of Texas-El Paso for support of higher education
Recognized by the American GI Forum, U.S. Black Engineers, LULAC and the Society of Hispanic Professional Engineers for support of the advancement of Hispanics in Engineering and the Sciences