

DAVID T SHANNON, JR.

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SUMMARY

Seasoned business executive working for over 30 years in the technology commercialization, small business development and business systems management industries, fulfilling various roles on projects with a worldwide scope. Known for strategic and focused approach, innovative business strategies that increase efficiency and optimize internal operations & financial returns. From the beginning of career, has performed in a task-oriented environment with both a team and single point of service concentration. Focus has been on generating a high output enterprise while offering a unique combination of creativity and analytical skills with the ability to assess different vantage points to create cost-effective solutions for internal and external clients.

HIGHLIGHTS

- Excellent communication techniques
- Strong Technical Skills
- Proficient in Microsoft Office on PC/MAC
- Skilled in engineering operational functions
- Well-versed in building strategic relationships
- Thorough understanding of mechanics of business relationships between public, private and academic partners
- Advanced critical thinking
- Mastery in generating high performing systems
- Skilled in leveraging social media marketing techniques to drive eyeball acquisition
- Experienced in intellectual property management
- Demonstrated expertise in high level negotiations
- History of working with international partners
- Complex problem solver

CAREER ACCOMPLISHMENTS

NASA Headquarters Appointed Technical Advisor:

- Advised contract specialists on the technical capabilities of companies bidding on contracts to ensure the companies could perform required tasks for Langley Research Center's (LaRC) mission. Performed technical assessment for Small Business Administration agent in support of Small Business Act and Langley's Mission.
- Performed technical assessment and made recommendations per NASA and Small Business Administration procedures as to whether an acquisition should be awarded Federal Acquisition Regulations (FAR).

Technology Commercialization Project Management:

- Facilitated the technology transfer process with researchers. Tasks included helping client understand the technical background of the innovation, assessing the commercial potential, and implementing a technology commercialization plan.
- Lead the technology transfer effort in the medical, sensors and instrumentation market sectors that lead to the commercialization of various NASA technologies. Examples:
 - 1)[Fetal Heart Monitor](#) - Developed and pitched licensing plan for an innovative fetal heart monitor technology, enabling the company, [Veatronics Inc.](#), to secure venture capital funding
 - 2)[Extended Attention Span Technology\(EAST\)](#)- Lead the commercialization effort which resulted in the launch of S.M.A.R.T. Brain Games through a joint venture with SMART Brain Games Technologies.

Engineering Process Development Resources:

- Spearheaded new promotion process for marketing NASA technologies to prospective licensees. Activity significantly increased the number of Langley's technologies licensed and ultimately helped LaRC's commercialization office achieve the highest revenues from licensing within NASA.

Social Media Management

- Increased client base by over 1,000 within 2 months with app environment yielding projected in-app sales of over \$10,000 per month by rolling out a social media marketing initiative.

- Joint ventured in launching on-line entrepreneurial platform providing training for over 6,000 small business owners from over 26 different countries.

RELEVANT PROFESSIONAL EXPERIENCE

Champion Evolution Group, LLC., Founder & CEO – Lake Mary, FL 11/2014 to present
 Responsible for creating, communicating, and implementing the company's vision, mission, and overall direction as well as leading the development and implementation of the overall strategy of the company. Also tasked with building the culture of the company, developing strategic partnerships and identifying financial resources necessary to enable the company to achieve its goals.

OnlineDigs.info, Founder & CEO – Lake Mary, FL 11/2012 to present
 Responsible for developing the platform of consultants who serve as critical thinkers in an platform with a demonstrated expertise in evaluating and structuring winning strategies for earning money online. In 2014 the platform was acquired by CEG, LLC and not operated as a subsidiary.

Strategic Development Worldwide, Director - San Diego, CA 06/2003 to 01/2009
 Responsible for advising business heads on strategies for becoming "high output organizations". Evaluated each company's technical capabilities and commercialization potential using unique analytical tools as well as other appropriate mechanisms.

Embry-Riddle Aeronautical University- Daytona Beach, FL 06/2004 to 12/2004
 Director Centers for Engineering Research
 Responsible for advising development of new structure for the centers being spun off from research activities. Evaluated new intellectual property and advised on strategies for technology commercialization and future collaborations.

NASA Langley Research Center-TCPO - Hampton, VA 01/1997 to 01/2001
 Technology Commercialization Project Manager
 Led the technology transfer effort in the medical, sensors and instrumentation market sectors. Facilitated the technology transfer process with researchers. Tasks included helping client understand the technical background of the innovation, assessing the commercial potential, assessing the commercial potential, and implementing a technology commercialization plan. Participated in the development and negotiation of memoranda of agreement, patent license agreements and developed other partnering mechanisms.

NASA Langley Research Center- Hampton, VA 01/1987 to 01/2001

- Helped generate the payload accommodation traffic model, which outlined the resource allocations and manifest for payloads that continue to support the International Space Station (ISS).
- Completed analysis that showed the effect of forces on space station controllability due to the dynamic behavior of its environment.
- Provided analytical results that identified the propulsion system requirements for both the ISS and the heavy lift launch vehicle needed for resupply.
- Modeled and prescribed ISS and Material Exposure Facility (MEF) operational scenarios for various space station configurations.
- Modified the technique for egression from the proposed ISS rescue vehicle as a crew member for the HL-20 Personal Launch System study.
- Developed computer-aided multidisciplinary systems analysis techniques, and innovative application of such techniques as apart of the Space Station Systems Analysis Team, 1989
- Modified the design for the Space Station Freedom Payload Pointing System in light of the requirements for greater pointing accuracy during Station peak operation modes, 1987.

Morehouse School of Medicine, Director - Atlanta, GA 06/1997 to 09/1997
Responsible for securing partnerships and strategic alliances for technology transfer and commercialization.
This position was on an assignment to Morehouse School of Medicine under the NASA Interpersonal Act to facilitate the migration of technologies developed by NASA to the arena of medical care.

Clark Atlanta University, Director - Atlanta, GA 08/1996 to 06/1997
Responsible for securing partnerships and strategic alliances for technology transfer and commercialization.
This position was on an assignment to Clark Atlanta University under the NASA Interpersonal Act to the arena of higher education.

EDUCATION

Bachelor of Science: Aerospace Engineering, May, 1987
University of Michigan

Bachelor of Science: Mathematics, 1987
Virginia Union University - Richmond, Virginia, USA

PROFESSIONAL AFFILIATIONS

My Fuel & Grocery Club – Corporate Platinum Membership
March 2016

Minority-Owned Business Technology Transfer Consortium - Washington, D.C. Board of Directors,
April 2000

Research Center for Optical Physics (RCOP) - Hampton University in Hampton, VA Board Member,
1999

White House Committee on Environmental Justice - Washington, D.C. Member,
1998 to 2000

African American Science Academy - Norfolk, VA Facilitator,
1994

The Collegiate Schools - Richmond, VA Alumni Board Member,
1993 to 1996

The University of Michigan Society of Minority Engineering Students - Ann Arbor, MI
Industrial Awareness Committee Coordinator, Fall 1985

AWARDS AND HONORS

[NASA Langley Research Center- Paul F. Holloway Non-Aerospace Technology Transfer Award, 2004](#)

[NASA Langley Research Center- Paul F. Holloway Non-Aerospace Technology Transfer Award, 2001](#)

NASA Langley Research Center Outstanding Performance Award, 1998