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Consultant Profile

Robert Chrysler Brennan

Bob Chrysler is recognized as a start-up and turn-around specialist. Mr. Chrysler's background includes over 20 years senior executive and international high tech business leadership experience in the broadcast communications and aerospace simulation industries. He launched five successful start-up companies, assembled teams, and leveraged technology enabling rapid growth in organizations from 30 to well over 100 employees. Mr. Chrysler led development of multiple highly complex systems using a wide range of suppliers from various industry sectors and managed contracts at the systems integration level.

Bob is currently President of Advanced Simulation Systems, Inc. (ASSI), a small U.S. defense prime contractor focused on DoD special studies and analysis, program consulting and aerospace simulation R&D. ASSI's international client base includes University of Texas WRW Aerodynamics Lab, USC, Rockwell Collins, Moog, Ball Aerospace, Alion Science and Technology (formerly IITRI), U.S. Department of Defense and others. Mr. Chrysler led development of the *Scalpel 6* reconfigurable flight simulator and the *Sanford Flight Lab* www.flightsimulation.com/lab/, a federally funded magnet school program considered the most advanced aviation learning facility in the U.S. public school system. Leading defense industry analysts *Frost & Sullivan* named ASSI winner of the "2004 Technology Innovation Award – Aerospace and Defense Sector" for its development contributions to a breakthrough 360-degree motion based simulator called *Cyberball*.

At ASSI, Mr. Chrysler also served as consultant to, and Vice Chairman of, *Direct Air L.L.C.* He contributed to product development, business model and acquisition of venture funding for this Austin based high technology start-up. *Direct Air* enables higher advertising revenue for electronic media (Internet streaming audio, streaming radio stations and cable television). *Direct Air's* intelligent, neural-net based, advertising insertion system enables delivery of targeted advertisements to individual consumers on a one-to-one basis.

Prior to Advanced Simulation, Bob was recruited by *LBJ Holding Company* in Austin to serve as Group Director of Programming and Operations for the broadcast division. He optimized group performance upon merger with Sinclair Communications and provided leadership to five directors, four managers and their employees. He successfully tuned the group entities to operate synergistically while competing with one another. Product consumption increased to the highest in key targets during this period resulting in record annual earnings exceeding \$27M.

From 1983 to 1997, Bob Chrysler served in high-level executive roles with *Downs Satellite BOSC*, international media consulting firm *Burkhart/Douglas & Associates*, *Capitol Broadcasting*, *Metroplex Communications* and others. He has a track record of leading complex organizations through periods of profitable growth.

Mr. Chrysler earned industry awards, authored published articles and is quoted or featured in publications including *Wired*, *Radio & Records*, *Frost & Sullivan* and *InfoWorld*. He graduated from *Brown Institute* with a degree in Broadcast Journalism and earned the highest communications engineering credentials issued by the U.S. Government (Federal Communications Commission 1st Class Radio Telephone License with Ship RADAR Endorsement). Bob is a current FAA licensed pilot with Rotorcraft Helicopter and Airplane Single & Multi-Engine ratings. He is an active member of the Federation of American Scientists (FAS), Professional Association of Diving Instructors (PADI), Association of Former Intelligence Officers (AFIO), Aircraft Owners & Pilots Association (AOPA) and others. Bob Chrysler resides in Austin, Texas with his wife Susan.