

JOHN J. BROADMEADOW

Phone: (760) 500-0174
jjbroadmeadow@gmail.com

4310 Southwood Drive
Alexandria, VA 22309

Retired U.S. Marine Corps Lieutenant General transitioning to an executive level position in academia or a non-profit organization.

EDUCATION

MS	U.S. Army War College, Strategic Studies	May 2001
MS	Webster University, Dual Major, Business Administration and Computer Resources Management	May 1987
BS	Norwich University, Business Administration	May 1983

HONORS AND AWARDS

Defense Distinguished Service Medal, DoD's highest (non-heroism) award for distinguished service while Deputy Commander, U.S. Transportation Command. 2019
Also received 12 other personal military awards and can provide details on request.

Distinguished Alumni Award, Norwich University, for sustained contributions to the University. 2018

PROFESSIONAL EXPERIENCE

Accomplished retired military officer now advising in the private sector with 40 years of progressive leadership experience in a variety of positions including successfully leading large, diverse organizations across the globe, in combat, and during periods of significant change.

Norwich University Board of Trustees, Northfield, VT Feb 2022 to Present
Trustee

Active volunteer along with ~30 other Trustees providing University oversight, decision-making and policymaking to steer and guide Norwich into the future.

- Member, Academic Affairs Committee. With the Provost, ensure the academic mission, goals, programs, and budgets appropriately reflect University priorities.
 - Review tenure, promotion, and emeritus portfolios.
 - Review and recommend approval for addition, substantial changes to, and removal of undergraduate and graduate curriculum.
 - Review utilization of third-party education vendors especially the use of Online Program Management (OPM) for our CGCS programs.
 - Active role in strategic planning for current and future academic research revenue sources including those leveraging the future Cyber Fusion Center.

Curriculum Vitae

- Member, Student Affairs Committee. With the Commandant/SVP Student Affairs, the Committee will regularly:
 - Assess admissions recruiting plans and undergraduate experiences to ensure student success and retention.
 - Provide oversight of leadership development experience.
 - Appraise the effectiveness of the University Athletic program.
- Chairman, Human Resources Committee (starting Sep 2023). With the Director, Human Resources reviews and evaluates Human Resources policies, procedures and programs including compensation and benefits.

Institute for Defense and Business, Keenan-Flagler Business School, UNC Chapel Hill, NC

Executive Fellow

Jan 2022 – Jan 2023

Program Mentor, LOGTECH Executive Course

Jan 2023 – Present

Provide thought leadership in courses covering strategy, innovation, risk management, logistics, data fluency, AI, and critical thinking for leaders at all levels of Defense and private sector organizations. After a year as one of six Fellows, I was employed to mentor, coach, and advise participants in the Executive Program for Flag Officers, DOD Senior Executives, and Corporate CEOs.

Crowley, Jacksonville, FL

15 July 2021 to Present

Member, Corporate Advisory Board

Provide counsel to CEO, COO, and Senior Vice Presidents to help achieve strategic growth targets through innovation management, advancing technologies, and influencing public policy.

Self-employed

Oct 2020 – Present

Corporate Advisor and Consultant

Provide strategic and operational advice to various private sector companies and government agencies as a contractor or occasionally as a special government employee.

Headquarters U.S. Marine Corps, Pentagon, VA

Jul 2019 to Oct 2020

Director, Marine Corps Staff, Lieutenant General

Number three officer in the U.S. Marine Corps hierarchy responsible directly to the Commandant of the Marine Corps for the integration of seven 3-star Deputy Commandants who lead the staff functional areas of the Marine Corps (Manpower, Operations, Aviation, Logistics, Information, Combat Development and Education, and Programs and Resources.)

- Led the development of a Marine Corps-wide Implementation Plan for the new Commandant's Planning Guidance, a 15-year strategic approach that radically shifts the Marine Corps' force design, operating concepts, and Service training and education to prepare for growing threats from near peer competitors.
- Revamped the Marine Corps Strategic Engagement and Communications Strategy to better connect with various constituencies (e.g. Congress, the American public, Media, current and prior service Marines) using social and other media tools.
- Led a task force of General Officers to examine requirements to gender integrate initial entry training at Marine Corps Recruit Depots achieving goals set internally and by Congress.

Curriculum Vitae

U.S. Transportation Command, Scott Air Force Base, IL Aug 2017 to Jul 2019
Deputy Commander, Lieutenant General

Chief Operating Officer of a 144,000 military and civilian person organization with a \$6.9 billion budget providing globally integrated air, sea, and surface transportation for all personnel and cargo in the U.S. Department of Defense.

- Conceived, formed, and led a team of eight senior vice president level executives as corporate level change agents to assess, align and implement transformational initiatives such as transition to cloud computing, incorporation of big data analytics and artificial intelligence, and shifting work force composition to better fit emerging technologies.
- Chaired semi-annual executive working groups with private sector transportation companies' senior executives (CEO, COO, and Senior VP level) to effectively integrate commercial capabilities into Transportation Command's operations to meet rapidly changing priorities resulting from a new National Defense Strategy.
- In partnership with U.S. Army leadership, implemented revamped financial management practices creating faster cash flow in Army transportation accounts, returning over \$3,000,000 in current budget year funds for other expenses.

Marine Corps Installation Command, Pentagon, VA Aug 2016 to Aug 2017
Commanding General, Major General

Chief Executive Officer of a 33,000 civilian and military person organization with an annual budget of \$2.7 billion running 24 Marine Corps Bases across the globe with a facilities / infrastructure portfolio valued over \$94 billion.

- Stewarded approval and implementation of the Installations Reset Strategy, creating a compelling case for a 10-year effort to fundamentally change infrastructure life cycle management driving down long-term infrastructure costs through targeted near-term investments. Gained approval from the Commandant of the Marine Corps and Secretary of the Navy for the strategy and ~\$700 million funding.

The Joint Staff, Pentagon, VA May 2015 to Aug 2016
Vice Director of Logistics, Major General

Assist the Chairmen of the Joint Staff in the integration of logistics issues across the military services.

- Created and led a coalition of executives and General Officers across the Services and the Office of the Secretary of Defense to implement the Joint Concept for Logistics generating a series of DoD-wide actions to maintain and improve U.S. military and supporting commercial industries competitive advantages in logistics.
- In partnership with the Deputy Assistant Secretary of Defense created an assessment tool and training program to build logistics capability and capacity with international military partners. The program unified actions across each of the geographic combatant commands and led to increased logistics training engagements with more than five international partners.

Curriculum Vitae

Marine Corps Logistics Command, Albany, GA Jul 2013 to May 2015
Commanding General, Major General

Chief Executive Officer of a 13,000 civilian and military person organization with a \$1.2 billion annual budget responsible for the global provisioning and storage of Marine Corps supplies and equipment and industrial level repair of all Marine Corps ground equipment.

- Planned and executed the retrograde, repair and redistribution of all Marine Corps ground equipment (70,000 items) from Afghanistan.
- Articulated and implemented an enhanced mission for the Command as the global provider of operational-level logistics support to Marine units operating in various geographic combatant command areas of responsibility.
- Cited by the Deputy Commandant of the Marine Corps for “managing a \$1.2B budget, superbly advocating for only those funds required....and cutting costs by leveraging technology...”

1st Marine Expeditionary Brigade, Camp Pendleton, CA Dec 2012 to Jun 2013
Commanding General, Brigadier General

The first logistics officer to Command a 15,000 Marine combined ground, air, logistics combat organization. Assigned this Command concurrently with 1st Marine Logistics Group.

- Executed Exercise Dawn Blitz '13 across Southern California and Arizona. Built and led a highly effective training coalition of U.S. Marine, Navy and interagency personnel and military partners from Japan, Canada, and New Zealand.

1st Marine Logistics Group, Camp Pendleton, CA Jun 2011 to Jul 2013
Commanding General, Brigadier General

Led a 9500 Marine organization conducting combat logistics operations for the Marine Corps' largest combat command.

- Expertly reorganized the Group to simultaneously deploy capability supporting combat operations in Afghanistan and provide continuity of operations for forces remaining in California. Personally led the operations in Afghanistan for 10 months.

Marine Forces Pacific, Honolulu, HI Aug 2009 to Jun 2011
Deputy Commanding General, Brigadier General

Number two officer Commanding all Marine Forces in the Pacific. Led the Marine Corps' coordination with partnered nations across the Indo-Pacific region.

- As Deputy Task Force Commander, coordinated the U.S. military response to the earthquake and tsunami that struck Japan. Led the planning across the U.S. interagency and primary military coordination with the Government of Japan to prepare for evacuation of U.S. citizen in the event of nuclear plant meltdown.

Positions held before promotion to General Officer:

Commanding Officer, Combat Logistics Regiment 17, Camp Pendleton, CA '07 – '09
Team Chief, 7th Iraqi Division Military Transition Team, Al Anbar, Iraq '07 – '08
Assistant Chief of Staff, Logistics, 3d Marine Aircraft Wing, Miramar, CA '05 – '07
Commanding Officer, Marine Wing Support Squadron, AZ and Al Anbar, Iraq '04 – '05
Assistant Chief of Staff, Logistics, 1st Marine Division, CA and Baghdad, Iraq '02 – '04
Assistant Chief of Staff, Logistics, Task Force 58, Afghanistan '01 – '02

Curriculum Vitae

Student , U.S. Army War College, Carlisle, PA	'00 – '01
Prepositioning Officer , Headquarters Marine Corps, Washington, DC	'97 – '00
Logistics Operations Officer , 1 st Marine Aircraft Wing, Okinawa, Japan	'94 – '97
Supply Operations Officer , 1 st Marine Logistics Group	'91 – '94
Supply Officer , 1 st Marine Corps Recruiting District, Garden City, NY	'88 – '91
Supply Officer , Marine Corps Base Camp Pendleton, CA	'85 – '88
Supply Officer , 1 st Marine Amphibious Brigade, Okinawa, Japan	'84 – '85
Student , Marine Corps Supply School, Camp Lejeune, NC	'84
Student , The Basic School, Quantico, VA	'83 – '84

PUBLICATIONS

Broadmeadow, John J. “Logistics Support to 1st Marine Division During Operation Iraqi Freedom”, Marine Corps Gazette 87, August 2003

Broadmeadow, John J. “U.S. Policy on the European Security and Defense Identity,” U.S Army War College Strategic Research Project, 10 Apr 2001.

RECENT PRESENTATIONS

Distinguished Guest Speaker, Norwich University New York Bicentennial Gala, The Intrepid Sea, Air and Space Museum, New York City, NY, 7 Jun 2019

Keynote Address, “Assessing Our Ability To Use Our Ports As Strategic Platforms For Our Military Forces,” Conference on America’s Ports, Christopher Newport University, VA, 1 May 2019.

Keynote Address, “Sharpening the Axe; Innovative Logistics in our Nation’s Defense,” National Defense Transportation Association National Meeting, National Harbor, Washington, DC, 22 Oct 2018. <https://www.dvidshub.net/video/634636/transcom-deputy-commander-speaks-national-defense-transportation-association-expo>

Keynote Panel Member, “The Evolution of Installations and Communities to Support the Next Generation of Service Members”, Washington, DC, Jun 2017

PROFESSIONAL TRAINING

Cyberspace Operations Executive Course, Maxwell Air Force Base, AL Dec 2017
Seminar to prepare senior military and civilian leaders (3 / 4-star level) on the intricacies of strategic decision making supporting national cyber policy.

Joint Flag Officer Warfighting Course, Maxwell Air Force Base, AL Mar 2015
DoD’s senior course to prepare officers for responsibilities of theater-level combat leadership including interagency and international operations and cooperation.

Capstone, National Defense University, Washington, DC Nov 2010

Curriculum Vitae

General Officer level course providing personal interaction with all Department of Defense senior leaders to prepare for leadership of military forces in support of national policy. Personal itinerary included travel through Asia Pacific meeting with civilian and military leadership of Australia, Indonesia, Cambodia, China, Mongolia, Korea, and Japan.

Senior Executive Equal Employment Opportunity Seminar, Quantico, VA Dec 2010

Advanced Program in Logistics and Technology, Kenan-Flagler Business School, UNC Chapel Hill, NC Nov 2006
Seminar of military, private sector, and academia examining current issues in logistics, technology, and business practices to accelerate corporate adoption of future capabilities.

PROFESSIONAL AFFILIATIONS

Marine Corps Association, - Member, MCA Board of Directors	1983-Present starting Jan 2024
National Defense Transportation Association, - Senior government representative to the NDTA Board of Directors.	2017-Present

OTHER

I hold a current Top Secret – Secure Compartmented Information (TS-SCI) security clearance with polygraph.

Interests/Hobbies: I'm a Private Pilot who enjoys fair weather local flying. I enjoy Sailing and have recently joined a sailing club in the Chesapeake Bay. I spend significant time hiking with my wife and yellow lab as a great way to reconnect with nature.