

Contact

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Top Skills

Go-to-market Strategy
Marketing Strategy
Channel Marketing

Publications

Strengthening the Military Family Readiness System for a Changing American Society

Broken Links - Why analytics investments have yet to pay off

Ashish Vazirani

Military Family Supporter, Husband, Father, Military Dad, Veteran, Problem Solver, Team Builder, Leader (Posts and comments are my own ...)

Washington DC-Baltimore Area

Summary

After 20+ years helping technology and healthcare companies transform their GTM Strategy, it became clear to me that I was ready to pursue something new. I knew that I wanted to focus on my priorities: Faith, Family and Country. I now spend my time focused on serving those who serve us every day – service members, DoD civilians, and their families.

I was blessed with the opportunity to enable the National Military Family Association and Armed Services YMCA to reach greater levels of impact.

Before launching a career in consulting and sales and marketing management, I served in the U.S. Navy as a Submarine Officer.

My priorities – Faith, family and country (... and occasionally a long run)

Words I try to live by: Real joy comes not from ease or riches or from the praise of men, but from doing something worthwhile. ~ Sir Wilfred T. Grenfell, missionary and physician

Specialties:

- Building high performance organizations
- Non-Profit Management
- Go-to-market strategy

Experience

United States Department of Defense
Deputy Under Secretary of Defense for Personnel and Readiness
July 2022 - Present (1 year 2 months)
Arlington, Virginia, United States

UNITED STATES DEPARTMENT OF THE NAVY

Senior Advisor & Interim Director, Office of Force Resiliency

March 2022 - July 2022 (5 months)

Arlington, Virginia, United States

The Office of Force Resiliency serves as the principal advisor on the prevention of high-risk behaviors in the workforce to include sexual assault, sexual harassment, and suicide within the Office of the Assistant Secretary of the Navy (Manpower and Reserve Affairs). This team is responsible for modernizing programs and standardizing policy and practices within the Navy and the Marine Corps.

Montgomery County Public Schools

Substitute Teacher

January 2022 - March 2022 (3 months)

Montgomery County, Maryland, United States

A2O Strategies, LLC

Principal

June 2017 - March 2022 (4 years 10 months)

Washington D.C. Metro Area

A2O Strategies helps create performance driven organizations to drive sustainable and profitable growth and impact by developing and utilizing insight and optimizing talent. A2O assists clients from beginning to end ...

National Military Family Association

Executive Director & Chief Executive Officer

September 2019 - February 2021 (1 year 6 months)

Alexandria, Virginia, United States

The National Military Family Association is the leading nonprofit dedicated to serving the families who stand behind the uniform. Since 1969, NMFA has worked to strengthen and protect millions of families through its advocacy and programs. NMFA provides spouse scholarships, camps for military kids, and retreats for families reconnecting after deployment and for the families of the wounded, ill, or injured. NMFA serves the families of the currently serving, retired, wounded, or fallen members of the Army, Navy, Marine Corps, Air Force, Space Force, Coast Guard, Commissioned Corps of the USPHS and NOAA.

Armed Services YMCA National Headquarters

2 years 3 months

Chief Development Officer

June 2018 - September 2019 (1 year 4 months)

Washington D.C. Metro Area

The Armed Services YMCA helps military families increase resilience to meet the rigors of military life by providing programs and services to the young men and women of all six armed services (Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard) and their families. Programs and services in three areas are focused on junior enlisted and their families:

- Youth Development
- Healthy Living
- Social Responsibility

As the Chief Development Officer of the Armed Services YMCA, I was responsible for the ASYMCA's financial growth by developing deep and lasting engagement with the donors who make the programs the ASYMCA delivers possible.

The Armed Services YMCA: Strengthening Our Military Family

Senior Vice President for Programs

July 2017 - May 2018 (11 months)

Washington D.C. Metro Area

As the Senior Vice President for Programs, I drove innovation within, and standardization of, core programming across ASYMCA's branches and affiliates, and increased rigor in the measurement of program impact. In doing so we balanced art and science to increase impact for millions of young military service members and family members.

National Academy of Sciences

Committee Member: Committee on the Well-Being of Military Families

February 2018 - September 2019 (1 year 8 months)

Washington, DC

Served as a member on this ad hoc committee to study the challenges and opportunities facing military families and what is known about effective strategies for supporting and protecting military children and families, as well as lessons to be learned from these experiences.

ZS Associates

Managing Principal - High Tech Practice

November 2010 - June 2017 (6 years 8 months)

ZS is a business services firm (>\$1B and over 5,000 people) specializing in transforming sales and marketing from an art to a science. ZS helps clients gain market share at lower cost by creating data-driven strategies that they can implement rapidly, by taking on sales and marketing operations to make them more competitive, and by helping them deliver impact where it matters.

Worked with technology industry leaders to develop and improve marketing and sales programs; collaborate with ZS practice areas to define solutions for the technology industry; build and develop client relationships.

MarketBridge

Senior Vice President

September 2002 - October 2010 (8 years 2 months)

Bethesda, MD and San Francisco, CA

MarketBridge is a sales and marketing professional services firm that helps B2B companies acquire new customers, cross-sell/upsell into existing accounts, and retain customers.

Led MarketBridge's consulting line of business. Responsibilities included: offering development, P&L management, revenue generation, fulfillment, and staff development, leading a team of over 40 consultants and revenue of \$18M per year. The practice focused on the development and implementation of Go-to-Market strategy with multiple technology and telecommunications companies. Built MarketBridge's West Coast consulting presence. Led all aspects of staffing of the San Francisco office growing the team to over 20 consultants.

Client leader for MarketBridge's largest technology client. Established MarketBridge as a preferred services provider and developed account to annual revenues of more than \$12M across MarketBridge's service offerings. Managed a team that completed 200+ engagements with the client.

Dendrite

Director, Consulting Services

2000 - 2002 (2 years)

Analytika

Director, Consulting Services

1999 - 2000 (1 year)

Acquired by Dendrite International in 2000

Roche Pharmaceuticals
Regional Business Manager
1997 - 1999 (2 years)

ZS Associates
Consultant
1995 - 1997 (2 years)

U.S.Navy
Lieutenant, Submarine Force
1986 - 1993 (7 years)

Education

Northwestern University - Kellogg School of Management
MMM, Business / Engineering · (1993 - 1995)

Vanderbilt University
BE, Mechanical Engineering · (1983 - 1986)