



**Vice President of Section Affairs Nominee: Mr. Brian Bearden**

**Nominee Biographical Statement:**

I'm Brian Bearden, Owner of Upstream Marketing an Industrial Marketing Company. I help my clients to determine their target market and how to best reach them. Before starting my industrial marketing and web development career in 2001, I worked for Kinko's Copies where I held a variety of positions including Regional Marketing Director, Regional Marketing and Sales Manager, and Regional Sales Director. Before that, I worked as Local Store Marketing Director for Burger King; where I was responsible for all local store marketing (company and franchise locations) for the Southwest USA.

My 20 years of Fortune 500 experience has given me a unique perspective on business management and sales. Many of the tools and much of the marketing and sales development training available at that level can have profound benefits for small- and medium-sized businesses. Being the owner of Upstream Marketing gives me the opportunity to share my experience to the benefit of my clients and the community.

I recently wrote a bestselling book titled "52 Tips To Turn Your Website Into A Sales Machine" which became an Amazon Best Seller. My goal behind the book was to help business owners understand the power of online marketing.

**Please discuss the qualities and experience you possess that make you a strong candidate for the position for which you are running:**

As Chairman of MTS Houston Section my goal was to build a strong MTS Houston Community. I used our luncheon programs to help build the community. We started having more industry relevant speakers that spoke about the projects that they were involved in. We also acknowledged other MTS Houston member companies that participated in the project the speaker was talking about. During my first term as MTS Houston Section Chairman, oil rose to over \$125 a barrel. When the community is seeing this type of pricing, there is more money for companies to spend on sponsorships, participation in MTS Houston Events. We as MTS Houston were able to help our community by adding more scholarships. During my second term the price of oil dropped to \$30 a barrel and there were major cuts in spending and many people were laid off. This is when the community of MTS comes together to help each other.

**Please indicate one or two key goals that you hope to accomplish in this position over the next three years:**

Business Process Standardization for starting and running a MTS Section.

- Setting the Standards

- Reporting the Standards

- Establishing adherence to the Standards

- Encouraging the continuous improvements of the Standards

With my franchising experience I have experience setting up businesses with specific business process standards. I feel having a set of standards for starting and running a MTS Section would help to successfully launch a new MTS Section as well as help current MTS Sections to grow their volunteer base and memberships.

Establish open communication among all MTS Sections

- The establishment and acceptance of best practices

- Set up systems for open communication of MTS Sections monthly

- Strategically grow the number of MTS Sections

**Given the Society's international presence, please provide some insight as to your view of MTS' role as an international society and its potential challenges and opportunities:**

I feel there a lot of opportunities for MTS to expand overseas. The Marine industry is global, so MTS has the potential to be the leading voice of the marine industry. Being the leading voice, MTS could have major impact on Marine Policy and international expansion is a must for MTS to continue to grow its influence in the Marine industry. However, I believe that there is work to be done stateside before the focus expands internationally. The setting up of Standard Operating Procedures for everything MTS does from putting on or participating in Conferences/Events to setting up MTS Sections is a must before expanding internationally. Member benefits of international members may need to be different that US based members. International growth may come from education activities. Research needs to be done to see how MTS Student Chapters would be accepted. Could we use the latest technology like MTS Sponsored Industry Education Webinars?



**Vice President of Section Affairs Nominee: Mr. Richard Crout**

**Nominee Biographical Statement:**

I am currently a Supervisory Oceanographer and Head of the Ocean Sciences Branch within the Naval Research Laboratory (NRL) Oceanography Division at Stennis Space Center. My research interests include satellite, physical, and coastal oceanography; specifically, the application of satellite remote sensed data (visible, infrared, and microwave altimetry) to ocean phenomena. I have a BS from the University of South Carolina and MS and PhD in Marine Sciences from the Louisiana State University and have worked in private industry as a defense contractor, academia as a developer and teacher of classes in hydrography and data assimilation, and the federal government. I currently lead a team of 26 scientists as the Head of the Ocean Sciences Branch at the Naval Research Laboratory. Previously, I was the Head of the Mission Control Center at the National Data Buoy Center (NDBC), and a Principal Scientist at Planning Systems Incorporated, where I supported Navy Satellite programs. I have worked successfully with a wide variety of scientists, engineers, technicians, and administrative staff from private industry, academia, and the federal government during my career.

**Please discuss the qualities and experience you possess that make you a strong candidate for the position for which you are running:**

I joined Marine Technology Society (MTS) in 1998 and have served as Chair of the Remote Sensing and Physical Oceanography and Meteorology Committees. I have served as Vice-Chair, Chair, and Treasurer of the Gulf Coast Chapter, and as a member of the Local Organizing Committee (LOC) for MTS/IEEE Conferences as Student Poster Competition Chair for OCEANS'02 Biloxi, Technical Program Co-Chair for OCEANS'09 Biloxi, and as Finance Chair for OCEANS'20 Gulf Coast. I was a MTS Liaison to LOCs for the Norfolk 2012 and Newfoundland 2014 OCEANS conferences and currently for Charleston 2018. I am also on the Gulf Coast Oceans-in-Action Workshop Planning Committee. I believe very strongly in volunteering for to establish relationships with others in the profession. I have experience working within MTS. I believe that I have the background, experience, organizational skills, and leadership abilities required to be the VP of Section Affairs.

**Please indicate one or two key goals that you hope to accomplish in this position over the next two years:**

We should involve more young professionals in MTS, either within existing sections or by beginning Early Career/Young Professional Sections, possibly associated with regular sessions. We need to keep student interest built in the Student Sections high. I will advocate for more events for them at OCEANS Conferences, such as job hunting advice, resume preparation, meeting with funding agencies contacts and potential employers.

As new locations are selected for future OCEANS Conferences, we should take advantage of the need for the Local Organizing Committee to begin establishment of an MTS Section in the region. We need to identify and involve MTS individuals who are good at establishing new Sections. It is necessary to build the leadership of Sections for the future of MTS.

**Given the Society's international presence, please provide some insight as to your view of MTS' role as an international society and its potential challenges and opportunities:**

MTS involvement in international activities will help to build and expand the MTS brand, but I see two challenges on the international level. The first is the lack of MTS Sections in other countries, especially Europe. Additional international Sections would benefit MTS. We need to identify and aid our international members to establish Sections, especially when associated with international OCEANS conferences. We offer a unique opportunity for potential members there. The second challenge is communication. Because of the number of time zones involved, it is very difficult to communicate with our members and sections in real time. I will establish regular communications with all Sections via email. This method will provide a regular conduit for communications between the Sections and MTS headquarters.