



MALISSA J. NESMITH

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Malissa Nesmith has over 25 years of executive business experience, including operations, public relations, marketing and business communications. Malissa has served as the Senior Director of Business Development at Kaman Corporation since October 2019, to include responsibilities in customer engagement, business promotion, face-to-face customer and supplier interactions and marketing. Malissa prides herself in being a “matchmaker” for opportunities with companies and individuals.

As COO, Malissa was responsible for the P&L's of all Global Parts Group subsidiaries and lead all departments, including Production, Supply Chain, Quality, IT, Human Resources, Finance and Sales. After 14 years in business, the company was sold to a publicly traded holding company, which allowed Malissa to expand into other aspects of the industry.

In addition to operations, Malissa also enjoys being involved in customer visits, trade shows, marketing, and serving as the company representative at industry association events, including NBAA, AEA, ASA, and has sat on the boards of WAC, ADMA and GAMA.

EXPERIENCE

KAMAN CORPORATION | Senior Director of Business Development | September 2019 – Present

Strategically position Kaman Corporation as a leader in the aerospace market

Manage the marketing, estimating and proposal process

Develop strategy on market capture and customer pursuits

Execute marketing plan and public relations

Report critical BD KPI's on a weekly and monthly basis

Conduct customer visits and represent company at industry trade events

LEE AEROSPACE | Vice President, Marketing & Business Development | June 2018 – September 2019

Lead and mentored experienced sales executives

Promoted product messaging and specialized technology through marketing campaigns

Managed social media, public relations, customer visits, trade shows and industry events

Proposed sales forecasts, provided market feedback and helped prioritize requirements

GLOBAL PARTS GROUP | Vice President/COO | November 2004 – June 2018

Responsible for P&L and directed all aspects of operations and finance

Lead the executive team for all divisions of the company

Established budgets, projections and established KPI's for all divisions

Reported to the senior debt facility lender on a monthly basis

Prepared and monitored budgets and financial statements

Conducted all marketing and participated in business development activities

Served as the face of the company for all public relations and press interviews

Developed and promoted individuals through leadership training and workshops

Represented the company in numerous industry trade events

EDUCATION

Baker University - Baldwin City, KS | Master Degree in Business Administration | 2007 - 2009

University of Kansas - Lawrence, KS | Bachelor Degree in Business Communications | 1987 - 1991

Wichita State University - Wichita, KS | Aerospace Engineering Studies | 1998 - 2000