

Dr. Timothy J. McCoy Joins SMI

Former Director of Navy Electric Ship and Power System Expert

Strategic Marketing Innovations (SMI) is pleased to welcome Dr. Timothy J. McCoy to their team.

Dr. McCoy comes to SMI with expertise in program management, marine engineering, technology R&D as well as education and training. Prior to joining SMI, Dr. McCoy was employed by the U.S. Navy as Director of the Electric Ship's Office (PMS-320) in Washington, DC. In this role, he was responsible to develop this newly created office with the goal to incorporate electric power and propulsion systems for the US Navy's fleet. Dr. McCoy established a R&D budget in excess of \$150M, hired a team of engineering and acquisition professionals and led efforts to incorporate ballistic missile defense radars, electric weapons and fuel saving technologies into existing and future Navy ships. He also initiated multi-million dollar international agreements for joint development of advanced ship power systems and collaboration on new construction testing, in-service maintenance and training lessons learned.

"Dr. McCoy is a great addition to the SMI team," said COO Bill McCann. "Tim brings both a technical background and a deep understanding of the government customer. Our clients are going to really benefit from his help."

Prior to entering government service, Dr. McCoy worked in industry as a consultant, R&D Director and President of a defense contractor where he initiated a large internally funded R&D program for the marine, steel, renewables and oil & gas markets. Before that, he served 22 years on active duty in the US Navy, where he gained experience in development of integrated electric power and propulsion systems, control systems and design and construction of several classes of ships.

Dr. McCoy holds a BS in Mechanical Engineering from the University of Illinois; a Naval Engineer's Degree, SM in Electrical Engineering and PhD from MIT. Dr. McCoy is also registered a Professional Engineer and he is an IEEE Fellow and a member of ASNE. He was previously in the MIT faculty and he has published over 40 technical papers and is an Adjunct Professor in the Electrical and Computer Engineering Department at Carnegie Mellon University.

Founded in 1993, Strategic Marketing Innovations (SMI) has been the premier choice in Washington for companies, universities, nonprofits, and industry associations seeking enhanced strategies for technology development and enterprise growth. Representing over seventy clients nationwide, SMI combines both lobbying and government affairs support with technical consulting services.