

Jeff Krukin
Speaker, Writer, Consultant

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NewSpace Business Development
The Human-Space Connection®

- Space is a continuation of the environment
- Space is an extension of the economy
- Space is a place of abundant resources

Summary of Qualifications

- Leadership: recipient of numerous awards, leadership training program graduate
- Strategic vision combined with tactical thinking
- Skilled at building and maintaining executive relationships
- Excellent communication and presentation skills
- Experienced trainer/educator/facilitator
- Graduate-level education in future-oriented analysis and systems interaction
- Space career featuring executive management, systems engineering, consulting, speaking, writing (1981-)
- Information technology career emphasizing strategic business and technology planning and implementation, technical sales and marketing (1981 - 2003)

Space Career

Independent

- Caterpillar Corp. study regarding lunar work machines (2008)
- Team STELLAR (Google Lunar X PRIZE competitor) Communications Director (2008 -)
- Expert at TechCast: A Virtual Think Tank Tracking the Technology Revolution (2007 -)
- Supported US Dept. of Commerce - Office of Space Commercialization strategic plan development (2006 - 2007)
- Initiated grant-funded project to determine the emerging commercial space industry's impact on North Carolina's economy. Activities include white paper development, workshop facilitation, Economic Development Partnerships consultation, NC Dept. of Commerce aerospace workforce development initiative participation (2004 - 2007)
- International Association of Space Entrepreneurs Steering Committee (2004 -)
- Consultant to the Coleman Research Group Executive Forum (2004 -)
- Speaker, writer, and consultant (1981 -)

Space Frontier Foundation

- Executive Director (2005 – 2007)
- Space Settlement Project primary speaker and writer (2004)
- First Director of Advocates (1997 - 1998)
- Board of Directors (1995 – 1998)
- Space Frontier Conference IV Chairman (1995)

ProSpace: the Citizens' Space Lobby

- Chairman (2002 - 2004)
- Director of lobbying training (2000 - 2004)
- Board Member (1998 - 2003)
- Vice President (1998 - 1999)
- Director of annual lobbying event (1998 - 1999)

NASA

- IBM Systems Engineer at Johnson Space Center (1981 - 1985)
- Graduate Intern at Headquarters International Affairs Division (1981)

Grants

- North Carolina Space Grant Consortium (2006)
- North Carolina State University, Office of Extension and Engagement (2004)
- Aerospace industry leader (requests anonymity) provides funds for writing and lectures (2004)

Space Career (cont.)

Speeches, Presentations, Panels, Workshops

- “Charting the Future of Private Human Spaceflight: Space Law Considerations and Challenges,” The American Bar Association Forum on Air & Space Law, September 2008
- “Promoting and Creating the Market for NewSpace Investment and Economic Return,” Space Transportation for the 21st Century: A DC-X/XA Reunion,” August 2008
- “The Overview Effect and Overview Institute,” NewSpace 2008 conference, July 2008
- “Creating Community Support for NewSpace Business,” International Space Development Conference, May 2008
- “National Space Forum 2008,” Eisenhower Center for Space and Defense Studies/ USAF Academy and Center For Strategic & International Studies, February 2008
- “The Future of Point-to-Point Transportation and Space,” VPrize Foundation and Center For Strategic & International Studies symposium, February 2008
- “Space-Based Solar Power Workshop,” Eisenhower Center for Space and Defense Studies/ USAF Academy, September 2007
- “Future of Space Commerce Workshop,” Eisenhower Center for Space and Defense Studies/ USAF Academy, August 2007
- “The Aero/Space Economy in North Carolina: Developing a Strategic Approach Involving the Public and Private Sectors,” customized for North Carolina Partnership for Economic Development, June 2007
- “The Aero/Space Economy in North Carolina: Developing a Strategic Approach Involving the Public and Private Sectors,” customized for Blue Ridge Entrepreneurial Council and AdvantageWest Economic Development Partnership, June 2007
- “The Emerging US Commercial NewSpace Industry and Making Space Relevant in the 21st Century,” Isle of Man Space Industry Group, May 2007
- “Space and the Commonwealth of Mankind,” Institute for National Strategic Studies, National Defense University, Towards a Theory of Spacepower Symposium, April 2007
- “The Aero/Space Economy in North Carolina: Developing a Strategic Approach Involving the Public and Private Sectors,” customized for North Carolina Northeast Economic Development Partnership, April 2007
- "Making Space Relevant & the Emerging Commercial NewSpace Industry" to students at Thomas Jefferson School for Science and Technology (Fairfax, VA) via video broadcast from North Carolina School for Science and Math (Durham, NC), March 2007
- “The Emerging Commercial Space Industry's Contribution to Sustainable Local Economic Development,” European Space Agency 2nd Space & Society Conference, Feb. 2007
- “The Aero/Space Economy in North Carolina: Developing a Strategic Approach Involving the Public and Private Sectors,” customized for Research Triangle Regional Partnership, Dec. 2006
- “The Aero/Space Economy in North Carolina: Developing a Strategic Approach Involving the Public and Private Sectors,” customized for Piedmont-Triad Economic Development Partnership, Nov. 2006
- Invitation-only NASA Exploration Systems Workshop, April 2006
- “Using FAA-AST’s Economic Impact Research to Guide State Aero/Space Economic Cluster Development: A Case Study,” Federal Aviation Administration Commercial Space Transportation Conference, Feb. 2006
- "2020 Vision: Building a Global Private Space Industry," Aerospace Technology Working Group Conference, April 2005
- “Transforming the Public View of Space by Creating a New Context,” North Carolina State University, Jan. 2005

Space Career (cont.)

Speeches, Presentations, Panels, Workshops (cont.)

- "What Will Drive the Next Decade? The Same Fears That Drive All Human Behavior," International Space University Annual International Symposium, Dec. 2004
- "The Importance of Space and the Necessity of Settlement," Space Frontier Conference XIII, Oct. 2004
- "2020 Vision: Building a Global Private Space Industry," World Future Society Conference, July 2004
- "Marketing Space to the General Public," Return to the Moon Conference V, July 2004
- Phi Beta Kappa Space Exploration Policy Symposium, University of North Carolina- Chapel Hill, March 2004
- "Space is a Place, Not a Program: Creating an Orbital Economy," Florida Aviation Aerospace Alliance annual meeting, Sept. 2002
- "Space is a Place, Not a Program," Embry-Riddle Aeronautical University, May 2002
- "Space Advocacy," United Societies in Space Conference, March 1999
- "Failure of Space Activism," International Space Development Conference, May 1997
- Chairman's opening speech, Space Frontier Conference IV, Oct. 1995
- "Can We Afford Space?," Students for the Exploration and Development of Space Conference, Texas A&M University, 1993

Interviews

- *WRAL News* (Raleigh, NC), "N.C. team shorts for moon in \$30M contest," May 23, 2008
- *The Rutherford Show (CHQR 770 AM – Canada)*, Jan. 16, 2008
- *Space News*, "NSSO Turns to Internet Community for Space Solar Power Study," July 23, 2007
- *The Washington Times*, "Space-tour Marketers See Growth Potential," July 21, 2007
- *The Space Show* (as guest host), with Dr. David Livingston Feb. 18, 2007
- *Out of the Cradle: Chronicles of the New Space Age*, Jan. 17, 2007
- *FoxNews.com*, "Celebrities Shoot for the Stars... Literally," Oct. 2, 2006
- *The Space Show* with Dr. David Livingston, Aug. 30, 2006
- *National Geographic News*, "NASA Aims to Open Moon for Business," July 25, 2006
- *Los Angeles Business Journal*, "Shuttle Camera Brings Firm Into Focus, July 24, 2006
- *The Space Show* with Dr. David Livingston, June 4, 2006
- Institute for Emerging Issues, "People in Action," March 14, 2006
- US Government Accountability Office, commercial space study, Feb. 8, 2006
- *Aerospace Briefing*, interviewed by Brian Berger, Oct. 14, 2005
- *Around Space*, two 30-minute taped shows, June 2005
- *The Space Show* with Dr. David Livingston, Jan. 11, 2005
- *The Space Show* with Dr. David Livingston, Aug. 31, 2004
- *WPTV News* (W. Palm Beach, FL) regarding *Columbia* accident, Feb. 1-2, 2003
- Los Angeles cable TV with astronaut Pete Conrad, Oct. 1995
- *Los Angeles Times Magazine* and Los Angeles radio station, Oct. 1995

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Space Career (cont.)

White Papers, Articles, Op-Ed's

Book Essays

- *Tackling Tomorrow Today Vol. IV, Moving Along: Far Ahead*, "Debate: Space and Our Near Future" and "Teenagers: Space and The Far Out," Chelsea House, Spring 2005

Monthly Columns

- *Space Front*, "The Advocate's Space," 1997 - 1998
- *Moon Miners' Manifesto*, "Think About It," 1993 - 1995
- *Journal for Space Development*, "Think About It," 1992 - 1993

White Papers, Articles, Op-Ed's

- *The News & Observer* (Raleigh, NC), "Shooting for N. C.'s space potential," March 2008
- *Space News*, "Mars and Constellation: Irrelevant to a True Space Economy," March 2008
- Institute for Emerging Issues, "Can North Carolina Take Off?," Jan. 25, 2006
- *Space News*, "Will It Be a Highway to Hell... or to the Stars?," Jan. 9, 2006
- *adAstra*, "Space: A Moral Vacuum?," Winter 2005
- "The Aero/Space Economy in North Carolina: A Preliminary Assessment of Current Performance and Future Prospects" (lead author), Spring 2005
- *Space News*, "Making Space Commercially Relevant," Feb. 21, 2005
- *Space Operations Communicator*, "Space Must Be Settled, Not Just Explored," Oct.- Dec., 2004
- *Space News*, "Marketing Space to the General Public and Media," Nov. 8, 2004
- *Betterhumans.com*, "Space is Our Home, Not a Program - Focusing on federally funded exploration misses the point: Settlement is the goal, and it's key to our survival and prosperity," June 17, 2004 (Also published at www.spacedaily.com on July 8, 2004)
- *Space News*, "Creating an Orbital Economy," April 22-28, 2002
- *Space News*, "When Politics and Economics Collide," Nov. 30-Dec.6, 1998
- *Space News*, "Space Planes in Limbo," May 25-31, 1998
- *Space News*, "Solutions Beget More Problems," Jan. 20-26, 1997
- *Houston Business Journal*, "Space Center Houston," Jan. 19-25, 1996
- *Space News*, "Engulfed in a Firestorm of Change," May 22-28, 1995
- *The Houston Chronicle*, "Storm Clouds Roil Over NASA," May 14, 1995
- *The Houston Chronicle*, "U.S. Love Affair with Space Reborn... maybe," Sept. 20, 1993
- *Space News*, "Gale-force Winds of Change," May 3-9, 1993
- *The Houston Chronicle*, "Invest in Science or Be Shackled to Today's Problems," June 21, 1992
- *Employee Newsletter* Guest Forum, Omniplan Corp., "Houston's Challenger Center," Aug. 1990
- *Insight*, National Space Institute (now National Space Society), "Shuttle Diplomacy," May/June 1981

Information Technology Career

Independent Consulting (2002 - 2003)

- Guided Regillus Technology in eBusiness sales and marketing
- Highly-rated instructor for "The Web and eTechnology" class at Barry University
- Executive Advisor at BostonCIO
- Developed information technology ROI concepts for Demand Econometrics

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Information Technology Career (cont.)

Attachmate (1992 - 2001)

- Applied Technology Manager (Technical Evangelist)
 - Technical advisor to Sr. VP of Sales and Support during Europe and Asia press tours
 - Presented at conferences and clients in North America, Europe, Australia, and Asia
 - Coordinated product strategy alignment with client needs and market direction
 - Developed marketing literature
 - Created and delivered a comprehensive eBusiness education series
 - Liaison between clients, product engineering, and senior management

- Systems Engineer
 - Sold and installed eBusiness and host-PC connectivity products
 - Led information technology/business strategy planning sessions
 - Determined requirements, created proposals, and demonstrated solutions
 - Mentored new Systems Engineers
 - Managed sales leads and client product evaluations
 - Supported Account Executives and consulting teams

IBM (1981 - 1992)

- Systems Engineer
 - Sold and supported mainframes, networks, servers and personal computers
 - Led complex mainframe and network installations

Awards, Honors, Invitations (Space and Information Technology Careers)

- X Prize Foundation Executive Summit invitation (2007)
- VIP invitation from UP Aerospace for inaugural launch at Spaceport America (2006)
- VIP invitation from Ansari X Prize Foundation for SpaceShipOne flights (2004)
- Attachmate North America Systems Engineer of the Year (1999)
- ProSpace Space Activist of the Year (1998)
- Attachmate “One of Top Three” North American Systems Engineers (1998)
- Attachmate “Diamond Circle” for sales performance (1997-1999)
- Attachmate North American Systems Engineer of the 1st Quarter (1994)
- IBM for various sales and implementation accomplishments (1984-1991)
- Houston Community College Advisory Board for Networking and Computing (1990)

Education

- M.S., Studies of the Future, University of Houston/Clear Lake, Houston, TX, 1981
- B.A., Sociology/Psychology, George Washington University, Washington, DC, 1979