

MEDIA RELEASE

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(Veterans Day in USA)

New Revealing Genius Military Veteran Advisory Board Ready to Empower Vets and Their Spouses With Their Next Chapter

Elite Members representing each branch of the Armed Forces unite to assist military veterans with “rebranding” as they transition into civilian life.

Tampa, FL (Nov 11, 2024): Revealing Genius, a brand strategy advisory firm for CXOs, founders, and board members, announced today it has assembled an elite group of military veterans representing the Air Force, Army, Coast Guard, Marine Corps and Navy. The advisory board’s mission: empowering and assisting military veterans and spouses to “rebrand” as they transition from their tour of duty into civilian life. More than 200,000 military veterans transition each year (DoD).

The advisory board members are:



Tomas J. Aguilar: US Marine Corps, First Lieutenant | Former Director Public Health Workforce Data Systems for the CDC Foundation and Bureau Director for the PA Dept of Health | Health Executive Operations & Business Process Improvement Leader | Expert in public speaking and resource mobilization at scale



R. Scott Dingle: US Army | The 45th US Army Surgeon General and Commanding General US Army Medical Command | Led one of the largest healthcare consortiums in the country, overseeing 122k personnel and a \$22.1B budget | Senior Healthcare Executive | TEDx Speaker | Board Chairman | Consultant and Strategist



Judy Silverstein Gray: US Coast Guard Reserves | Author of *Unwavering*, the true story of resilience, | Instructor, Public Health Communication and Marketing to graduate students at The George Washington University, Milken Institute School of Public Health, former Regional Preparedness/Special Populations Consultant for the healthcare sector, Tampa Bay, FL, Dept of Health; Reporter, Tampa Tribune; Park Ranger, National Park Service/wilderness first aid instructor



Jackie Horgan: US Army Medical Service Corps Officer | Founder, McKendrick-Horgan Advisory | Business transformation, operational excellence, growth strategist | Former Facility Planner for US Dept of Veterans Affairs & growth planner for 185 hospitals in U.S./U.K., HCA Healthcare | Six Sigma Black Belt



Joseph (Joe) Polanin: US Navy Chief Operating Officer | Combat Veteran served with Office of Secretary of Defense, US Fleet Forces Command, USCENTCOM, Office of the Chairman Joint Chiefs of Staff, SOCCENT, Booz Allen Hamilton | Expert in leading global special operations across multiple countries/time zones | Oversaw all diving and EOD education including US Navy parachute training | Currently CEO, The Alaka'i Leadership Group



Dr. Archie Smith (Emeritus): US Air Force | Former Medical Countermeasures Program Analyst, USCENTCOM, Dept of Air Force, MacDill AFB, FL, and Behavioral Scientist, USAF, Randolph & Brooks AFB, San Antonio, TX, Pentagon, Washington DC | Developed Leadership Training for USAF | PhD, Research Psychology



Dr. Victor D. Weeden: US Air Force Medical Service Corps Officer | Former 6th Medical Group Deputy Commander & Administrator, MacDill AFB | USF MHA Program Director | President, ACHE Western Florida Chapter | Assistant Professor, developing healthcare leaders | Doctor of Health Administration (DHA) and FACHE

The team at Revealing Genius successfully led several hundred military veterans through a live, facilitated [Brand Leadership Summit](#), in partnership with [The Camaraderie Foundation](#). A focus group revealed a deep-seated need for expanding access to all leaders, and not just those transitioning out of military service. Response was enthusiastic to a proposed retention program, and veterans also expressed a need for offering the course to military spouses, who serve silently with distinction.

“Members of our military have so much to offer based on their extraordinary experiences serving our country. Yet they often struggle finding ways to position themselves and develop messages about their accomplishments for their next act,” says Mary E. Maloney, founding CEO of Revealing Genius. “We can help them clarify their purpose and zone of genius and how to talk about it authentically so they can land in the right place and have the most impact.”

The Board is actively searching for a member to represent the Space Force, the sixth service branch of the US Armed Forces.

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