



OFFICE OF THE UNDER SECRETARY OF DEFENSE  
3000 DEFENSE PENTAGON  
WASHINGTON, DC 20301-3000

ACQUISITION,  
TECHNOLOGY  
AND LOGISTICS

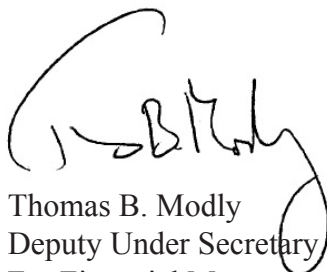
MEMORANDUM FOR DISTRIBUTION

Subject: BTA Organizational Changes

Given the Deputy Secretary's recent tasking to the BTA, and in order to focus resources on high priority activities, the following organizational changes are announced effective immediately:

- The following BTNOSD resources are assigned to the "Task Force to Support Improved DoD Contracting and Stability Operations in Iraqm(Task Force): Bob Love, David Scantling, Lt Col Tom Snyder, Morlan Warner-Harrell, and Kris Haag. Additional government staff and select contractor resources from the BTA will also be assigned to assist the Task Force as needed.
- The Information and Federation Strategy Directorate will be disbanded. Federation strategy will be lead by Transformation Planning and Performance with oversight by Mr. Dennis Wisnosky (see attached personnel announcement). BTA Communications will be lead by Major Rick Sheridan and will report to the office of the Director of the BTA.
- Agency Operations will be lead by Mr. Bob Cook (see attached personnel announcement). Agency finance, facilities, contracting, and HR will report to Mr. Cook. Beth McGrath will maintain spending controls until Mr. Cook is fully rampedup in his new position.
- Agency General Counsel will be lead by Ms. Penny Rabinkoff (see attached personnel announcement). Ms. Rabinkoff will report to the office of the Director of the BTA.
- Mr. John O'Brien (see attached personnel announcement) will assume the role of BTA CIO, reporting to MG Pair.

We appreciate your support for these changes as we adjust to urgent new requirements.



Thomas B. Modly  
Deputy Under Secretary of Defense  
For Financial Management



Paul A. Brinkley  
Deputy Under Secretary of Defense  
For Business Transformation



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**PERSONNEL ANNOUNCEMENT: Appointment of Robert Cook**

We are pleased to announce the appointment of Mr. Robert Cook as the Director, Agency Operations, in support of the Defense Business Transformation Agency (BTA). In this capacity, Mr. Cook will oversee the critical centralized support activities provided to the Agency. He will supervise key support functions for the BTA such as personnel, pay, planning, budgeting, and infrastructure. He additionally will be responsible for National Security Personnel System (NSPS) efforts and maintaining a central repository for records, deliverables and policies for the Agency.

Mr. Cook has extensive experience as an executive manager and leader of both public and private sector programs and projects. His career has included two terms with the Defense Base Closure and Realignment Commission (BRAC)—first as a Team Leader, and currently as Deputy Director. Mr. Cook has advised private sector companies on subjects including military construction projects and procurements, marketing and communications, business plans, and logistics support. He also was the President of his own start-up firm, Robert Cook & Associates, that provided personnel consulting services.

Mr. Cook served in the United States Air Force for 26 years, retiring with the rank of Colonel. In the Air Force, he completed assignments including logistician, Foreign Military Sales manager, and base commander. Mr. Cook holds a bachelor's degree in Industrial Production from The Ohio State University and a master's degree in Logistics Management from the Air Force Institute of Technology.

This appointment is effective immediately.

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Paul A. Brinkley  
Deputy Under Secretary of Defense  
For Business Transformation

A handwritten signature in black ink, appearing to read "T. Modly".

Thomas B. Modly  
Deputy Under Secretary of Defense  
For Financial Management



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PERSONNEL ANNOUNCEMENT: Appointment of John J. O'Brien III

We are pleased to announce the appointment of Mr. John J. O'Brien III as the Chief Information Officer in support of the Defense Business Transformation Agency (BTA).

As the Chief Information Officer, Mr. O'Brien will be responsible for overseeing all technological initiatives for the Agency. He will be charged with providing expert guidance in the design, deployment and utilization of hardware and software systems within the BTA. He will additionally serve as an adviser for senior leadership for all technology matters, especially those relating to protecting sensitive data and enhancing operational efficiency. In this new role, Mr. O'Brien will continue to report to Major General Carlos "Butch" Pair, the Defense Business Systems Acquisition Executive.

Mr. O'Brien has over seven years of experience in the management, implementation, and support of large-scale, global applications and systems in the private sector, focusing on enabling, improving, and streamlining engineering design and supply chain management processes. Mr. O'Brien's career has included management positions at Allstream IT Services, JDS Uniphase, and Bearing Point and consulting and engineering work with PTC and Emergency One.

His responsibilities have included partnering with business owners to understand and assess operational goals and problems; defining and validating solutions; streamlining and consolidating processes; handling change management issues; deploying solutions; training management and end users; ensuring compliance with governmental and best practice standards; managing financials to achieve optimal performance; and upgrading systems as requirements evolve. Mr. O'Brien holds a bachelor's degree in Mechanical Engineering from the University of Florida, Gainesville.

This appointment is effective immediately.

A handwritten signature in black ink, appearing to read "P. Brinkley".

Paul A. Brinkley  
Deputy Under Secretary of Defense  
For Business Transformation

A handwritten signature in black ink, appearing to read "T. Modly".

Thomas B. Modly  
Deputy Under Secretary of Defense  
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PERSONNEL ANNOUNCEMENT: Appointment of Penny Rabinkoff

We are pleased to announce the appointment of Ms. Penny Rabinkoff as General Counsel for the Defense Business Transformation Agency (BTA).

As the primary General Counsel, Ms. Rabinkoff will serve as legal advisor to the co-directors of the BTA and Agency staff. She will provide legal guidance on a full range of Agency activities including contracting, Information Technology (IT), information assurance, privacy, ethics, records management, information collection and release, as well as addressing any emerging legal concerns. Ms. Rabinkoff will ensure that the Agency's transformational efforts are consistent with applicable Federal laws and DoD regulations.

Ms. Rabinkoff has over twenty years of experience in acquisition law, including Major Automated Information Systems (MAIS) and other major systems acquisition. She has extensive experience in information management and information technology law, regulation, and process applicable to DoD business improvement initiatives and system investments.

Recently, Ms. Rabinkoff served as Counsel to the Department of the Navy Chief Information Officer (CIO) and Assistant to the General Counsel for Information Management and Information Technology.

During her career, she has been responsible for providing legal advice to several offices within the Navy, including the Naval Information Systems Management Center. Ms. Rabinkoff also has private sector experience as an Associate for Starfield & Payne, a government contracting law practice, and as a General and Trial Attorney for the Army Corps of Engineers, North Atlantic Division. Ms. Rabinkoff received a bachelor's degree from Colgate University and her Juris Doctorate from Case Western Reserve University.

This appointment is effective immediately.

Paul A. Brinkley  
Deputy Under Secretary of Defense  
For Business Transformation

Thomas B. Modly  
Deputy Under Secretary of Defense  
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PERSONNEL ANNOUNCEMENT: Appointment of Dennis E. Wisnosky

We are pleased to announce the appointment of Mr. Dennis E. Wisnosky as Chief Architect of the Department of Defense (DoD) Business Mission Area within the office of the Deputy Under Secretary of Defense for Business Transformation (DUSD (BT)).

As Chief Architect, Mr. Wisnosky is responsible for providing expert guidance and oversight in the design, development, and modification of the federated architectures supporting the Department's Business Mission Area. This role incorporates oversight of the DoD Business Enterprise Architecture (BEA) - the corporate level systems, processes, and data standards that are common across the DOD, in addition to the business architectures of the services and defense agencies. Mr. Wisnosky will ensure that the federated architectures of the BMA fully support the Department's vision, mission, strategy and priorities for Business Transformation, and that each tier of the overall architecture is clearly defined with appropriate focused accountability aligned to the management structure of the DOD. He will verify that the BEA and component architectures remain consistent and compliant with the Federal Enterprise Architecture (FEA), and will support and collaborate with the DoD Components to unify architecture planning, development, and maintenance through a federated approach. Mr. Wisnosky will also serve as an advisor on the development of requirements and extension of DoD net-centric enterprise services in collaboration with the office of the DOD Chief Information Officer.

Mr. Wisnosky has over 25 years of experience in Information Technology (IT) consulting and training, including extensive experience in business process reengineering and enterprise architecture efforts. His specialty is deriving solutions to effectively move organizations from their "as-is" state of inefficiency to their "to-be" state of achieving strategic and tactical objectives. Mr. Wisnosky is recognized as a creator of the Integrated Definition (IDEFs) language, the standard for modeling and analysis in management and business improvement efforts. In addition, he is the author of several books including DoDAF Wisdom, considered the decisive source within DoD and other government organizations for managing enterprise architecture projects. Mr. Wisnosky holds a bachelor's degree in Physics and Mathematics from California University of Pennsylvania, a master's in Management Science from the University of Dayton, and a master's in Electrical Engineering from the University of Pittsburgh.

Please join us in welcoming Dennis and supporting him in this critically important role.

Paul A. Brinkley  
Deputy Under Secretary of Defense  
For Business Transformation

Thomas B. Modly  
Deputy Under Secretary of Defense  
For Financial Management