



Biography

Department of the Army



Mark S. Davis

**Deputy Assistant Secretary of the Army
for Marketing/Director Army Marketing
and Research Group**

**Office of the Assistant Secretary of the Army
Manpower and Reserve Affairs
Headquarters, Department of the Army
Washington, D.C.**



Mr. Mark S. Davis was appointed a member of the Senior Executive Service in the Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs on December 5, 2010. He is presently serving as the Deputy Assistant Secretary of the Army for Marketing/Director of the Army Marketing and Research Group. He serves as the principal advisor to the Secretary of the Army, Chief of Staff of the Army, Assistant Secretary of the Army for Manpower and Reserve Affairs and other Senior Army Leadership on Army branding, Army marketing and research to influence appropriate market perceptions. He develops the Army's marketing strategies and oversees, evaluates, and regulates efforts of subordinate Army commands and agencies. Additionally, he directs all Army market and accessioning research activities in support of the United States Army Reserve, the Army Deputy Chief of Staff, G-1, the United States Army Recruiting Command and the United States Army Cadet Command. Until September 2012, he was the Director of the Strategic Initiatives Group within the Office of the Assistant Secretary of the Army for Manpower and Reserve Affairs. His duties included development and integration of Army and Army Human Capital Strategies, Strategy and Resource Integration of Human Capital Efforts, direct supervision of Army Campaign Plan Objectives One, Three, Four, Seven and Eight for the Assistant Secretary, integration of the Human Resources community within the Army's Enterprise approach as well as headquarters supervision of Army Marketing efforts.

Mr. Davis began his Army career on December 18, 1981 with his commissioning as a Second Lieutenant of Infantry. In 1987 he transferred from the Infantry to the Adjutant General's Corps where he served until his retirement in 2006. As an officer he served at every level of the Army, twice commanded Personnel battalions and twice commanded task forces in combat zones. His military awards include: the Legion of Merit, Bronze Star, Meritorious Service Medal, Army Commendation Medal, Army Achievement Medal, NATO Medal, Kosovo Campaign Medal, Global War on Terrorism Expeditionary Medal and Global War on Terrorism Service Medal.

After retirement from Active Duty, Mr. Davis spent from 2006 to 2008 in Industry. He returned to the Army in 2008 as a Highly Qualified Expert serving as a Special Assistant for Recruiting, Retention and Marketing where his role was to assist the Deputy Assistant Secretary of the Army in guiding the Army accessions enterprise and retention mission.

Mr. Davis was born in Nebraska, but as the son of a Soldier, he grew up living in several states and two continents, graduating High School in Frankfurt, Germany. He holds a Bachelor of Science degree in History from Kansas State University, a Master of Arts in Management from Webster University, and a Master of Science in National Resource Strategy from the Industrial College of the Armed Forces.

CAREER CHRONOLOGY:

- 2008 – 2010: Special Assistant, Office of the Assistant Secretary of the Army, Manpower & Reserve Affairs, Headquarters, Department of the Army, Washington, DC
- 2006 – 2008: Director, JIEDDO Operations support, Whitney Bradley & Brown, Services Division, (Industry)
- 2005 – 2006: Chief, Concepts Development and Integration Division. Office of the Adjutant General, Human Resources Command, Alexandria, VA
- 2004 – 2005: Deputy Chief, Army Personnel Transformation Directorate, Office of the Deputy Chief of Staff, Personnel, G-1, Headquarters, Department of the Army, Washington, DC
- 2003 – 2003: Task Force Commander, Task Force 90, Camp Anaconda, Balad, Iraq
- 2002 – 2003: Deputy Commander, 1st Personnel Command, Heidelberg, Germany
- 2000 – 2002: Battalion Commander, Headquarters, 90th Personnel Services Battalion, Baumholder, Germany and Task Force Commander, Camp Bondsteel, Kosovo
- 1999 – 2000: Division G-1, 1st Armored Division, Bad Kreuznach, Germany
- 1998 – 1999: Military Assistant, Office of the Assistant Secretary of the Army, Manpower and Reserve Affairs, Headquarters Department of the Army, Washington, DC
- 1996 – 1998: Battalion Commander, 203d Personnel Services Battalion, Fort Wainwright, Alaska
- 1994 – 1995: Assistant Executive Officer, Office of the Deputy Chief of Staff for Personnel, Headquarters Department of the Army, Washington, DC
- 1991 – 1994: Staff Officer, Army Drawdown, later Personnel Readiness Officer, Office of the Director, Military Personnel Management, Chief of Staff for Personnel, Headquarters Department of the Army, Washington, DC
- 1990 – 1991: Executive Officer, Team VI, Intelligence and Security Command, Fort Meade, MD
- 1990 – 1990: Brigade S-1, 3rd Infantry Brigade, 25th Infantry Division, Schofield Barracks, HI
- 1987 – 1990: Chief, Officer Division, later Chief, Officer Management, Office of the Assistant Chief of Staff, G-1, 25th Infantry Division, Schofield Barracks, HI
- 1984 – 1986: Commander, Delta Company, 11th Battalion, 4th Combat Support Training Brigade, Fort Jackson, SC
- 1983 – 1984: Executive Officer, Delta Company, 3rd Battalion, 1st Basic Combat Training Brigade, Fort Jackson, SC

EDUCATION:

- MS, National Resource Strategy, Industrial College of the Armed Forces
- MA, Management, Webster University
- BS, History, Kansas State University

SIGNIFICANT TRAINING:

- Harvard Kennedy School, Senior Executives in National and International Security
- Industrial College of the Armed Forces
- Command and General Staff College
- Infantry Officer Advanced Course
- Military Intelligence Officer Course
- Infantry Officer Basic Course

AWARDS AND HONORS:

- Legion of Merit
- Bronze Star Medal
- Meritorious Service Medal (with 6 Oak Leaf Clusters)
- Army Commendation Medal (with Oak Leaf Cluster)
- Army Achievement Medal (with Oak Leaf Cluster)
- NATO Medal
- Kosovo Campaign Medal
- Global War on Terrorism Expeditionary Medal (Iraq)
- Global War on Terrorism Service Medal