

JUDITH ANN BRADT
PRINCIPAL, SUMMIT INSIGHT LLC

Ms Bradt brings 20 years of international business development, negotiation and trade policy experience to her practice. **She founded Summit Insight** in 2003, to build Canada's success in US government markets.

Recent projects

Homeland Security Opportunities in Northeastern USA: Canadian Consulates General, Buffalo & New York

How to identify and win federal, state and local government opportunities for homeland security solutions in New York State (including New York City), New Jersey, Pennsylvania, Connecticut and West Virginia.

Guide to Selling to the US Government (Fall 2005) – Australian Embassy, Washington DC

Subcontractor with responsibility for editing technical text on procurement process and for conducting and editing transcripts of research interviews with Australian corporate executives on key success strategies.

Forum for International Trade Training: Monthly Article Series (2004-2006)

Series of articles for exporting executives and trade educators covers introductory through intermediate topics on procurement and within a fixed word limit

Hurricane Katrina Disaster Recovery Opportunities: Report (Fall 2005)

Actionable market intelligence on breaking news for Canadian exporting executives with only five days between contract award and initial public report, and long term advice for strategy to win future contracts in the wake of crisis.

Professional Background

1988 -- 2003 EMBASSY OF CANADA, Washington D.C. – Trade Commissioner Service

Director of Business Development (Aerospace, Defence, Information Technology) 2001-2003;

Director of Government Markets, 1996-2001, Business Development Officer, 1988-1996

Created the leading resource for Canadian firms selling to US government:

www.international.gc.ca/sell2usgov, including over 400 pages of text on US government procurement regulations and practices; market access barriers & practical solutions, business development tactics and resources essential to success in the US government market niche.

Published technical guides (8 as Author; 13 as Editor) including: Canadian issues in U.S. federal solicitations; U.S. federal market for technology, architecture/engineering services; construction services;

Researched, developed, negotiated and implemented policy in procurement trade and export controls;

Enabled over 5,000 Canadian firms to win over \$250 million in US government contracts;

Led advocacy to defeat Buy American provisions in the 2004 Defense Authorization Act;

Presented seminars on: U.S. federal contracts, U.S. aerospace contracts, Buy American; federal systems integration contracting; construction & transit contracts; small business set-asides;

Advised the Canadian Delegation to the FTA and NAFTA Procurement Working Groups on all aspects of US government procurement policy, practice, law and regulation;

Advised the Canadian delegations negotiating changes to the US International Traffic in Arms Regulations (1998 - 2003);

Created Canadian Women's International Business Initiative (\$12M+ international sales & partnerships); Award for Canadian-American Business Achievement (now in its 11th year of honouring cross-border partnerships); Technology Partnership Programme (3-year results: over 200 international business matches); and

Educated Canadian industry and public sector specialists in U.S. government contracting.

1984-1988 IBM CANADA LIMITED, Toronto, Canada

Distribution Marketing Associate, 1987, Systems Engineering Representative, 1984-1987

1983 DEPARTMENT OF INDIAN AFFAIRS, Sioux Lookout, Canada: *Economic Development*
Assisted native Canadian small business owners in remote northern Ontario

1982 IMPERIAL OIL LIMITED, Toronto, Canada: *Methods Analyst*

AWARDS

- 2000 Ministerial Citation for Excellence in International Trade
- 2000 President's Award, Canadian-American Business Council
- 1998 Public Service Merit Award: Businesswomen's Ministerial Trade Mission
- 1994 Ministerial Citation for Excellence in International Trade
- 1993 Outstanding Member, Women in International Trade, Washington DC
- 1992 Inaugural recipient of Canadian Embassy Public Service Merit Award

ACADEMIC

1984 INSTITUTE FOR INTERNATIONAL STUDIES & TRAINING, Fujinomiya, Japan: *Diploma*

1983 MCMASTER UNIVERSITY, Hamilton, Canada: *Master of Business Administration, Business Strategy*

1981 UNIVERSITY OF TORONTO: *Bachelor of Arts, General Humanities*

PUBLICATIONS

Author

- Sell2USGov (creator and site manager 2001-2003)
- US Federal Information Technology Market (editions 1994 - 2002)
- Charting a Course for Contracts: US Federal Geomatics Market (1994)
- US Federal Imaging '94 Market Report (1994)
- Winning Strategies for the US Federal Informatics Market -- Seminar & Workbook (1993)
- US Transportation Procurement and Federally-Funded Transit Contracts (1994)
- Guide to State Contracts in Virginia & Maryland (1995)
- Professional Services Opportunities in US Federal Government: Management Consulting, Education & Training (1994)
- New Opportunities in US Federal Procurement: Health Care Services (1994)

Editor

- Mid-Atlantic Market for Information & Communication Technology (2003)
- Guide to the US Federal Solicitation (1992, 1994, 1996, 1999, 2002)
- Basic Kit: US Federal Procurement (1992, 1994, 1998)
- Selling Consulting Engineering and Architecture Services to the US Federal Government (May 1995)
- Selling to the US Army Corps of Engineers (1992, 1994)
- US Federal Market for Architecture and Engineering Services (1992)