

Catherine J. Ortiz

President of Defined Business Solutions, LLC

Catherine Ortiz is a business development expert with nearly 25 years experience in identifying and planning growth projects for growing companies and is the founder of Defined Business Solutions (DBS).

Over the past 15 years, DBS has successfully undertaken engagements from major U.S. and international aerospace companies, a variety of U.S. government agencies, and a large number of other high-technology industrial ventures. Tasks have ranged from long-term assessments of specific industries or markets to quick snapshot assessments of specific technology or business opportunities.

During her tenure with the McDonnell Douglas Corporation (now Boeing Company), Ms. Ortiz held positions focusing on business development and strategic planning. Serving as chief-of-staff to the general manager of the McDonnell Douglas Electronics Systems Company, Ms. Ortiz was responsible for the business unit's Small/Small Disadvantaged Business Program and doubled small business participation in the company's activities. Ms. Ortiz gained experience at the General Dynamics Corporation working in the corporate strategic planning and public affairs departments under the leadership of the legendary David S. Lewis, Jr.

Ms. Ortiz's experience with new program development, mergers and acquisitions, proposal coordination, government contracting and general management provides clients with a well-rounded business perspective. Ms. Ortiz has served as an opportunity analyst for presidents, executive vice presidents, corporate vice presidents and directors of Fortune 50 companies, with original work presented to the board of directors. DBS has been a behind-the-scenes analytical partner for major aerospace acquisitions since its inception.

Ms. Ortiz has developed a global network of associate consultants, subject-matter experts, and data researchers that form highly capable teams to address clients' business development needs. Since 1983, Ms. Ortiz has contributed to a wide variety of government and business initiatives ranging from establishing new programs and penetrating new markets to build-from-scratch start-up efforts.



Defined Business Solutions

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