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Top Skills

International Business Development
Middle East
Africa

Languages

Arabic
Spanish

Bill Maadarani

CEO Defense & Aerospace / Chief Revenue Officer & Principal
Shareholder– Defense & Aerospace / Chairman / Advisor /
Washington, District of Columbia, United States

Summary

Bill Maadarani's career reflects successes in driving global market presence and multimillion-dollar revenue growth for companies while delivering value to their customers. His background includes engagements with the State Department, Department of Defense, and Lobbying firms on Capitol Hill. Bill has implemented contracts for RF systems and propagation, military radio, Radars, fighter jets, UAVs (drones), and other military and public safety equipment.

With a long-standing tenure at Cyberlux Corporation as the Chief Revenue Officer and Principal Shareholder, Bill has advanced in sales and marketing positions involving Central America, Africa, Middle East, and Central Asia regions. He has excelled at building partner capacity and business for Cyberlux by connecting with U.S. embassies, U.S. DoD, Ministry of Defense, Ministry of Interiors, United Nations, AFRICOM, EUCOM, CENTCOM, DCSA, USASAC, CECOM, and foreign embassies. Bill has won major contracts in Afghanistan, Iraq, Saudi Arabia, Jordan, Lebanon, Libya, Tunisia, Burkina Faso, Senegal, Egypt, Morocco, Ukraine, Vietnam, Indonesia, Thailand, and Guatemala.

Bill's responsibilities have required him to have a comprehensive understanding of U.S. government Foreign Military Sales (FMS) Procurement Process, International Traffic in Arms Regulations (ITAR), Regional Geopolitics, and International Letters of Credit for direct commercial contracts. He also knows the intricacies of securing financing with U.S. Exim Bank for projects and having proper ITAR and other licensing requirements for products to export them to foreign governments. Bill has also been chosen to be the U.S. State Departments Overseas Security Advisory Council (OSAC) Private Chair for the Beirut, Lebanon Chapter.

During his early career, Bill served in international sales, business development, project manager, marketing, and project engineering

roles at L3Harris Corporation, Delphi Automotive, and Surface Mount Technologies.

Specialties:

Strategic Planning & Execution
Regional Sales Management
Consultative Sales Strategies
Regulatory Compliance
Staff Development & Leadership
Market Research & Segmentation
Product Lifecycle Management
Customer Relationship Management
Multichannel Marketing & Management
Executive & Operational Management
Strategic Partner & Government Agency Relations
Contract Structuring, Negotiation & Closing

Organizations:

Armed Forces Communications & Electronics Association (AFCEA)
Overseas Security Advisory Council (OSAC)
Institute of Electrical and Electronics Engineers (IEEE)

Experience

Republicans Overseas - Lebanon

Chairman

April 2025 - Present (6 months)

Chairman of Republicans Overseas Lebanon — a political organization dedicated to engaging U.S. citizens living in Lebanon. Supporting overseas voting efforts, strengthening political involvement, and promoting Republican values abroad

Overseas Security Advisory Council (OSAC)

Public Chairman

January 2021 - Present (4 years 9 months)

OSAC is a partnership between the U.S. Department of State and private-sector security community that supports the safe operations of U.S.

organizations overseas through threat alerts, analysis, and peer networking groups.

OSAC's public representatives work directly with security professionals from U.S. private-sector organizations that have employees, operations, or other interests outside the United States.

As threats continually arise and evolve across the world, U.S. organizations require a trusted network to maintain peak awareness and readiness to respond. OSAC is dedicated to maintaining strong bonds and collaboration between public and private security professionals for the broadest perspective and widest scope of support.

We strive to continually learn from one another and reinforce each other's safety. Our peer networking groups focus in on specific industries and regions and are co-led by representatives from both the U.S. Department of State and private-sector organizations, operating abroad. This two-way partnership is key to staying informed and secure. OSAC members can reach out to our analysts directly with requests for analysis and benchmarking around specific issues of concern. Regional security officers can get better informed by those working within the facilities we're committed to protect. And all OSAC members can keep in touch with each other at all times through dedicated communications channels.

Cyberlux Corporation

Chief Revenue Officer & Principal Shareholder

August 2008 - Present (17 years 2 months)

Vista, California, United States

COMPANY: Manufacturer/supplier of tactical military radios, UAS, and border security equipment to diverse worldwide customer base.

SCOPE: Career progression – Sales Representative, Middle East, Africa & Central America (2008-12); Regional Sales Manager, Middle East & Africa (2012-15). Director of Sales & Marketing, Middle East, Africa & Central Asia (2015-Present). Cultivate opportunities, develop strategic alliances (end users/ local embassies), and drive marketing and PR efforts to build business and grow sales.

HIGHLIGHTS:

New Product Development – Managed entire development lifecycle as a proactive sales leader for tactical military, P25 Digital Radio and UAV/UAS product lines. Defined/implemented product requirements, forecasted sales, coordinated production scheduling and trade shows, and presented solutions to prospective customers.

Business Development - Partnered with U.S. Government Agencies and U.S. Embassies worldwide to win business from foreign governments in the region. Reached out to state Department to implement Gold Key Program; identified 10 local partners and hundreds of contacts in local governments. Program enabled companies to access end users and local reps.

Multimillion-Dollar Deals – Won deals ranging from \$250KM to \$42M during tenure; closed \$240M+ in radio orders by securing 8 new strategic customers.

Sales Growth – Grew sales by 50% in 2018 through providing support to acquire an IDIQ for foreign military sales.

Funding Streams - Connected with U.S. and Foreign Governments to provide detailed funds for local countries to tap into this funding stream and with lobbyists to support ongoing business through engaging with Congress on funding streams.

Direct Sales Commercial Contracts - Expanded representatives on the ground in Middle East, Africa, Central Asia, and Central America to increase market presence and position Datron to more effectively secure direct sales commercial contracts.

L3Harris Technologies

International Central Sales / Business Development Engineer

2006 - 2008 (2 years)

Rochester, New York, United States

COMPANY: Aerospace and defense technology innovator.

SCOPE: International business development (emphasis on relationships with executive representatives of foreign U.S. military); development of proposals, business plans, and contract budgets.

HIGHLIGHTS:

Customer Needs Analysis – Analyzed and communicated requirements of prospective customers to facilitate development and introduction of solutions to meet their needs.

Forecasting – Forecasted future and strategic sales records through monitoring and provide market quotes

Delphi

Project Manager – Project Engineer

2004 - 2006 (2 years)

Michigan

COMPANY: Global leader in the development, design, and manufacture of vehicle propulsion systems and advanced aftermarket solutions.

SCOPE: Planning, execution, and management of project engineering activities, including analysis and estimation of project deadlines, deliverables, budgets, and financial spending.

HIGHLIGHTS:

Project Engineering/Management, Electromechanical Systems – Managed design testing, checkout, modification, and assembly of prototype electromechanical system. Responsible for estimation of potential troubleshooting functions, development/implementation of project test plans, negotiations between GM, Chrysler, and Ford Motor Company, and reporting of test results to OEMs (e.g., GM power sliding doors, Chrysler windows, Ford lift gates cycles). Marked them as approved for mass production line or requiring modifications to comply with engineering standards in First Article samples.

Education

University of Rochester - William E. Simon Graduate School of Business Administration

Master of Business Administration (MBA), International Business · (2007 - 2019)

University of Michigan

Bachelor of Science (BS), Electrical and Electronics Engineering · (2002 - 2006)

Macomb Community College

· (2000 - 2002)

Lincoln Highschool

· (1996 - 2000)