



Macon Hardy

Sr Vice President at Unissant- Defense and National Security

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← Experience



Sr Vice President Of Business Development- Defense and National Security

Unissant - Full-time

Mar 2021 - Present · 1 yr 3 mos

Washington, District of Columbia, United States

Ms Hardy is responsible for all revenue-generating activities supporting the Department of Defense (DoD) to include Defense Health Agency (DHA) and the Program Executive Office Defense Healthcare Management Systems (PEO DHMS), and the Department of Homeland Security (DHS).



Account Executive- Department of State

Cherokee Federal

Jul 2019 - Mar 2021 · 1 yr 9 mos

Washington D.C. Metro Area

Ms Hardy develops and leads the Cherokee Federal market strategy for accounts with an international presence, including US Department of State (DoS) and the US Agency for International Development (USAID). Cherokee Federal manages multiple lines of business promoting stability, security, rule of law, conflict avoidance, and international development.



Sr. Vice President Of Business Development

Unissant

Dec 2017 - Jul 2019 · 1 yr 8 mos

Washington D.C. Metro Area

Vice President of Business Development leads, develops, and grows market share for Unissant's service offerings. Responsible for planning and implementation of a sales pipeline with specific milestone based targets on key Business Development metrics. Develops actionable market assessments, identifies credible market opportunities, investigates and develops strategic teaming partners, and delivers winning proposals focused on the Federal Health Market Sector. Support also includes assisting Senior leadership in developing and implementing corporate strategies to enhance BD, Capture, Strategic Planning & Go-to Market Growth Strategy for each line of business.



Cherokee Federal

4 yrs 8 mos



Operations General Manager

Feb 2015 - Mar 2017 · 2 yrs 2 mos

National Capital Region

CNA provides healthcare consulting and R&D services to our Department of Defense (DoD) and federal civilian partners. We specialize in delivering full lifecycle research solutions that support the varied missions of our DoD partners providing direct care to military personnel down range and vital support to public health initiatives here at home. Our staff support our clients' research activities by making assessments and recommendations to improve business processes and utilize secure technologies to enhance and modernize the delivery of care.

Our staff of researchers, technologists, program and data analysts, management consultants and other mission critical staff bring vital innovations to our customers within the following service lines:

- Medical readiness and threat preparedness
- Scientific research and development
- Health IT infrastructure
- Data management and analytics
- Program and financial management
- Professional and mission support services

CNA has supported subordinate commands to the United States Army (MRMC), United States Navy (BUMED), the Defense Health Agency (DHA), and the Department of Homeland Security (DHS).



Director of Business Development- National Capital Region

Aug 2012 - Feb 2015 · 2 yrs 7 mos

Washington, DC

Ms. Hardy manages the CNB Technology Portfolio pipeline in the National Capital Region. She maintains a portfolio of CONUS and OCONUS technical services in excess of \$300M in FY13/14 requirements within the Dept of Defense (USD P&R), Dept of Army and its subordinate commands (focus on MEDCOM, NETCOM, AMC), and HHS.



Associate- Army Capture

Booz Allen Hamilton

Jan 2012 - Aug 2012 · 8 mos

Washington D.C. Metro Area- HQ

Macon is part of the firm-wide organization to support Booz Allen's main thrust efforts and strategic industry partnerships.



Business Development

Cherokee Federal

Jun 2008 - Jan 2012 · 3 yrs 8 mos



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Messaging



