



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.

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