



David Catlett, PhD

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David Catlett is President and Founder of Trafero Solutions, Inc., a boutique social science research and business development consulting company based in Dallas, Texas. Trafero Solutions provides expertise in all areas of organization growth and program execution, including:

- Business Development and Marketing for Government Contractors
- Organizational Culture Assessments and Enhancement Initiatives
- Productivity Assessment and Continuous Process Improvement
- Leadership Development and Coaching
- Program Transition and Management

Dave has 20+ years of industry leadership experience, both as a business owner of privately-held companies and as a business executive in progressively higher levels of responsibility. While at L-3 Communications, a Fortune 500 company, Dave served as their Director of Marketing, Senior Director of Marketing Research and Strategy, and as Vice President of Advanced Programs.

Prior to working in industry, Dave had a 22-year career as a non-commissioned officer in the US Air Force. He specialized in the communications-electronics field and served in numerous domestic and international assignments, to include England, Saudi Arabia, Kuwait, Bahrain, Oman, the United Arab Emirates, and Iceland. Dave retired as a Chief Master Sergeant – highest enlisted grade in the US Air Force.

Dave's formal education includes:

- Bachelor in Business Administration (BBA), Saint Leo College
- Master in Business Administration (MBA) with a focus in Executive Leadership, William Carey College
- Master of Science in Marketing Research (MSMR), The University of Texas at Arlington
- Doctorate in Business Administration (DBA), The University of Texas at Arlington

Dave's PhD research focused on integrating the fields of Marketing and Organizational Psychology to facilitate organizations in achieving their own unique market-focused culture. This research is the basis for Trafero Solutions' current flagship offering of a science-based approach to organizational culture assessment, audit, and enhancement.

Dave is also certified as a Lean Six Sigma Black Belt and as a Change Management Professional.