



**WEST POINT WOMEN, INC.
2016 BOARD NOMINATION APPLICATION**

Name	Casey Martinez	Graduating Class	2000
Company (Employer)	Tech Qualled		
Position	Student		
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ETS/move date if applicable	N/A		
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Position(s) of interest	President		

1. Recent work experience and applicability to WPW

a. Military Experience

- i. Battalion Executive Officer (BN XO) Joint Task Force-Bravo– I served as a BN XO in Honduras for an Aviation Battalion. In addition to overseeing the BN’s daily operations, I used analytic analysis to reduce our \$21.7 M budget by 20% during sequestration without reducing our ability to accomplish the mission. I also flew as Air Mission Commander for high risk counter transnational organized crime (CTOC) missions and sensitive missions that crossed Honduran borders into adjacent countries.
- ii. Company Commander (CO CDR) 10th Mountain Division – I served as an HHC CO CDR and was subsequently given a second command as an Assault Helicopter CO CDR for our deployment to Afghanistan based on my performance. In addition to running the company in combat, I also flew as a Pilot in Command and Air Mission Commander for high risk combat missions. My company operated under the command of a National Guard Apache BN HQ with limited experience both as a unit and with overseas operations. I routinely advised the BN S3 and XO to help make the BN more effective and efficient.
- iii. Platoon Leader (PLT LDR) 101st Airborne Division – I served as a PLT LDR for an Assault Helicopter Company in Iraq during the initial invasion. I quickly learned how to operate with limited resources in an austere, combat environment. I also helped rebuild the University of Mosul by establishing a relationship with the Chemistry and Physical Education department heads despite the cultural and gender differences in a Muslim society. Once the relationship was established, I determined the requirements for each department and assessed which requirements were a priority for the limited funding available.

b. Civilian Experience

- i. CEO - After leaving the military, I was hired by a British startup to setup, establish and run their U.S. company as the CEO. The company, Capstar, is a high-end luxury transportation company that prioritizes hiring wounded military veterans.
 - (a) Adaptability – In running a startup, I honed my ability to pivot and adapt the business quickly based on client feedback. This was facilitated by tracking key metrics and getting feedback from both outside and inside the company.
 - (b) Brand management – In order to grow into the market segment that was most profitable for our capabilities, I carefully managed our brand to ensure that everything we did reflected the brand that we wanted to project.
 - (c) PR and Marketing – I built awareness for our company by cultivating earned media opportunities (TV News spots and magazine articles), set up and ran the NYC photo shoot, redesigned the company website, and ran social media (facebook/twitter/instagram) to build brand awareness. Here are three of the media articles I coordinated:
 - a. <http://www.avenuemagazine.com/cocktail-on-the-avenue/>
 - b. <http://abc7ny.com/society/company-exclusively-hiring-war-veterans-as-drivers/1193616/>
 - c. https://issuu.com/victor-flysmarter/docs/victor_magazine_issue_1_2016
(on page 37)
 - (d) Sales – I targeted specific market segments and crafted our pitch to best reflect the brand.

2. WPW/AOG/WP Society/ involvement

- a. WPW - When I was stationed at West Point in 2010-2011, I participated in several WPW events focused on mentoring cadets. I also volunteered as an Officer Representative (OR) for the Women's Team Handball Team and the Rabble Rousers, continuing to mentor cadets through this outlet.
- b. AOG - I attended the AOG Leadership Conference last week representing the Class of 2000 and I am currently putting together my application to serve as a MALO.
- c. WP Society - I am a member of the West Point Society of New York and regularly attend events. I also approached the President at the AOG Leadership Conference about becoming more involved in the New York Chapter.

3. Qualifications as a WPW Leadership candidate, specifically any certifications or experience in a key board vacancy

- a. Board Member for Capstar
 - i. I ran the analysis and presented monthly reports to the board reflecting our progress.
 - ii. I worked with all stakeholders to establish priorities and kept everyone informed.
 - iii. My experience as a board member for a Corporation left me with a thorough understanding of the board process.
- c. Vice President of the Black Knights Chapter of the Army Aviation Association of America (AAAA) – Assisted the President with any tasks required of the Chapter.

- d. Veterans of Foreign Wars (VFW) – I helped reestablish and run the VFW in Honduras after it had been closed down for a short period.
4. Unique qualities or ideas you bring to the WPW Board. Below are a few of my ideas for expanding the current WPW offerings:
 - a. Panel Discussions: Have a select group of successful female leaders speaking to their experiences on topics that are current and relevant. These should be both WPW and non-WPW female leaders since we can learn from all walks of life. WPW can stream this via periscope or other live video apps so that WPW around the country can get involved and we can post the video to the website as well.
 - b. Structured mentoring: It would be great to have some kind of online profile system where WPW can search out mentors based on career choices, geographic location etc. Perhaps we could get volunteers with web experience to help us build it or at least advise us on the best we to build it.
 - c. Quarterly regional networking events: Find motivated women to sponsor a regional networking event for WPW. Again, we can incorporate a panel as well as informal networking.
 - d. Chapters: Based on interest and participation in the quarterly regional networking events, we could create a formal chapter structure similar to WP Societies.
 - e. Outreach to Cadets: Continued outreach to cadets to establish the connection before they depart West Point.
 - f. Articles: Solicit WPW volunteers to write monthly articles that are published on the website and social media forums.
 5. Why are you interested in serving on the Board of WPW?

I believe in giving back and I am passionate about supporting other WPW. We have a great deal to learn from one another and I believe that we have to take it upon ourselves to help one another up the ranks and/or corporate ladder. I have seen how mentorship and networking can give someone a competitive edge, and I want to continue to build and strengthen that network for WPW.

After graduating West Point in 2000, I spent 14.5 years as an Army Aviator in a branch with an average of 9% women. More often than not, I was the only woman in my unit. I found that male leaders in my units were overly cautious about mentoring junior female officers in order to avoid anything that could possibly be misinterpreted as inappropriate behavior. Luckily for me, my father, uncles and brother-in-law are all USMA grads and served as my mentors throughout my career. Mentorship for women in the military should not be relegated to family members.

As a BN XO, I found myself for the first time having the opportunity to mentor junior female officers. I established a monthly dinner for all of the female officers where we discussed their jobs, company/battalion issues and Officership. It was an incredible experience to be able to give back and advise other women based on my experience and it helped me grow as a person and an Officer.

After leaving Honduras I found the WPW Facebook Forum. For the first time, I saw women putting words to all of the things I had experienced as a WPW throughout my career. I realized that I was not on an island, experiencing these things on my own, but that instead I was part of a bigger community that looked like me and sounded like me.

I am passionate about growing and expanding WPW so that no other WPW feels isolated or without resources and a network to tackle any problem or challenge. The current board has done so much to grow and expand the organization and if elected, I hope to continue that progress and take WPW to the next level.

6. Current and Previous Board Experience

Please see my board experience in my response to Question 3 above.

7. Personal information/interests and/or other pertinent information

Making the decision to leave the Army was one of the most difficult decisions I've ever made, but it was clearly the right decision for my family. My husband was in the British Army and after 3 years of long distance, we both decided to leave the Army to live together in the same city. Despite choosing to leave, I am very interested in continuing to serve and want to remain close to the Army and West Point communities.

I currently serve as an Aviation Officer in the 244th Aviation Brigade with the Army Reserves. I have recently been promoted to LTC and am awaiting the results of the FY17 BN CMD board.

I live in NYC and am able to drive to West Point as often as needed. My husband and I routinely attend events at USMA and hike with our dog in the Bear Mountain area.

8. What position are you applying for?

President

Please include a resume or bio with this form and email both documents to:

Tonya.CarterMTD@gmail.com & Audrey.Iriberry@gmail.com

Job Descriptions:

President – The President shall be the chief executive officer of the Corporation and shall, subject to control of the Board, have general supervision, direction and control of the business and affairs of the Corporation. The President (or Vice President) shall give, or cause to be given, notice of all the meetings of the Board of Directors required by these Bylaws. The President shall preside at all meetings of the Board of Directors perform all duties attendant to that office and shall perform such other duties as may be prescribed by the Board of Directors.

Treasurer – The Treasurer will be responsible for maintaining adequate and correct financial records of the Corporation in the books proper for that purpose. The Treasurer shall also be responsible for the management and disbursement of all funds of the Corporation, and shall report to the Board of Directors at each regular meeting on the status of the Corporation's finances. The books of account shall at all reasonable times be open to inspection by any Director. The Treasurer shall ensure that appropriate procedures are being followed in the financial affairs of the Corporation, and shall perform such other duties as may be prescribed by the Board of Directors.

Social Media Coordinator – The Social Media Coordinator will be responsible for monitoring and posting WPW interests on the following social media sites: Facebook, Twitter, Linked In, Instagram, and any other emerging social media sites. This individual is responsible for validating member access to any of the WPW social media sites. The Social Media Coordinator will work with AOG to ensure the individual requesting access to any of these sites is either a former cadet, current cadet or graduate. The Social Media Coordinator is responsible for ensuring all conversations on any site is appropriate and not unprofessional and/or inappropriate in any way. Responsible for maintaining and updating all Social Media Policies. This position will support and work with the Communications Director.

Alumni Affairs Coordinator – The Alumni Affairs Coordinator will be the liaison between WPW and the WPAOG. This position requires the individual to be knowledgeable of the annual goals of the WPAOG and provide recommendations to the President and to the WPW Board of how to best support WPAOG goals that serve the needs of USMA. This position will support the President.