



## EXECUTIVE BIOGRAPHY



### HEIDI W. GERDING

#### President & CEO

Ms. Gerding holds the distinction of being the first woman from Minnesota to graduate from the U.S. Naval Academy. Ms. Gerding's Navy career spanned nearly ten years during a time in our country's history when being an Academy graduate, a Naval officer, and a woman challenged established tradition. Her Navy career was highlighted by assignments which were previously unique for a woman, such as leading a Mobile Mine Assembly Group. In her last assignment, which was detailed in Washington, D.C., Ms. Gerding was the officer responsible for establishing and administering the Navy and Marine Corps' HIV-AIDS personnel policy.

After leaving the Navy, her leadership and organizational skills placed her in management positions of increasing responsibility with Washington-area management services firms contracting with the Federal Government. Ms. Gerding advanced from Project Manager in one firm to eventually the President of Operations and a Corporate Officer for another.

During her many years directing projects, Ms. Gerding gained extensive experience in the intelligent application of a wide range of technologies, finding great satisfaction in developing a sensible solution to meet a clients' need. Ms. Gerding developed and refined her own unique style and approach for satisfying her clients, learning first-hand what methods led to successful projects and delivering more value than expected to her delighted customers.

In October 1999, seeking additional challenges and ready to expand her horizons, she formed HeiTech Services, Inc., a company founded to provide management consulting and information technologies services to the Federal Government. As a direct result of Ms. Gerding's dedication, business acumen, and leadership, HeiTech Services Inc. has grown expansively since 1999. A recent 8(a) graduate and a woman and service-disabled veteran-owned business certified as SDB, HeiTech Services closed 2009 with more than 500 employees and revenues that top \$41 million.

Ms. Gerding's has earned a multitude of corporate and individual awards including:

- 2010 Washington SmartCEO Circle of Excellence Award for Client Relations;
- 2010 Washington SmartCEO Future 50 Award for Fastest Growing Companies;
- 2009 Inc Magazine's List of Nation's Fastest Growing Companies;
- 2009 Department of Defense, National Committee for Employer Support of the Guard and Reserve, Patriotic Employer Award
- 2008 U.S. Department of Veterans Affairs 2008 Enterprising Veterans Award
- 2008 EPA Administrator's Award for Outstanding Service by a Small Business;
- 2008 SmartCEO Brava Women's Business Achievement Award
- 2007 U.S. Department of Homeland Security's 2007 Mentor Protégé Team Award; and
- A host of other customer appreciation and industry awards.

Heidi Gerding is an entrepreneur, accomplished business leader, advocate of small business enterprise - and wife and a mother of four. Her dedication and commitment to her work and family is evident in the manner with which she provides exceptional customer service to her clients while nurturing the professional and personal needs of her employees. These qualities, combined with her knowledge, skills and abilities, have proved to be a successful combination and enabled Ms. Gerding to succeed as a woman, a Naval Officer, and small business owner.