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Schenkel & Associates, LLC

Schenkel & Associates, LLC represents international businesses and institutional organizations and facilitates U.S. and international market entry in communications and space-based applications and related services. Sample projects:

Europe-U.S. Marketing and Sales: International strategy and marketing plan for a leading European satellite operator prior to its entry in the U.S.

U.S.-Europe Financial Research and Evaluation: Comparative financial and economic analysis of leading American & European aerospace and communications companies for a U.S.-based European space agency office.

European Business Development: for a leading US satellite manufacturer.

U.S. Representation and Sales: for a European international exhibit and conference on satellite applications including satellite navigation and remote sensing.

U.S.-Europe Marketing and Representation: Schenkel & Associates is an associate of a global high technology executive search group for their satellite practice.

Industry sponsorship/fund raising plan for a U.S. Earth observation organization.

Marketing and business development for a Mississippi incubator enterprise based at the NASA Stennis Center.

European heritage allied to U.S. business experience

- Broadband and business to business services
- Launch services & satellite communications sales
- Space-based applications and solutions
- International associations, regions & cities.

Skills set

- International strategic marketing
- Contract negotiations
- Industrial sales
- International corporate communications and customer relations

An independent business owner with current, industry-wide relationships, Jacqueline Schenkel developed her international business skills over 25 years of hands-on experience with companies that were pioneers and became international leaders in launch services, satellite manufacturing and communications, and in global multimedia services and business solutions.

HUGHES NETWORK SYSTEMS, Germantown, Maryland – www.hughes.com
Hughes Network Systems is a leading provider of satellite network solutions.

Management, International Strategic Management, Marketing and Sales Support – International sales and marketing support with a \$1.7 million budget and profit and loss centers in 15 countries in the Americas, Africa, Middle East, Asia and Europe.

Strategic Marketing-Europe - Broadband business development for Europe as part of HNS newly created international strategic management team. Developed European vertical markets; Launched DirecWay music service in the U.S.

LORAL SPACE & COMMUNICATIONS, Arlington, VA and Rockville, Maryland – Loral Space & Communications, a high technology company, concentrates on satellite-based communications services and satellite manufacturing. www.Loral.com

International Business Development, Sales and Marketing, Management

CyberStar - Established third-party strategic relationships to fulfill Loral's broadband strategy for Internet access services, streaming media and broadband in the U.S.

CyberStar-Europe - Developed European business relationships and negotiated agreements to prepare CyberStar-Europe for service launch. Insured broadband business fit with Loral/CyberStar European partners: Alcatel-SkyBridge, LLC which was CyberStar's equity partner, Alenia, and Aerospatiale.

Space Systems/Loral - Managed and developed sales accounts for Loral's satellite manufacturing company. Customers included international and U.S. satellite operators such as Intelsat, Orion, PanAmSat and Echostar. The PanAmSat account alone eventually resulted in sales of multiple spacecraft for over a half billion dollars.

ARIANESPACE, INC., Washington, D.C. – www.arianespace.com

International Business Development, Sales, Customer Relations

Director of Marketing - Created and implemented overall U.S. customer relations, marketing and sales plans for Europe-based launch services provider Arianespace. Sales achieved of over \$500 Million. Direct accounts included PanAmSat, CD Radio (Sirius), Echostar, AT&T (Loral Skynet), and USSB. Other business development and sales accounts included GTE Spacenet (GE-Gilat), Space Systems/Loral, Hughes Space & Communications (Boeing), GE Astro (Lockheed Martin), and Intelsat.

FRANCE TELECOM, New York, N.Y.

Promotion & Representation of French telecommunications and high technology products and services to the telecommunications industry, potential users, and U.S. high technology universities.

Schenkel benefited from an early and diverse international experience in the United States with positions at **Intelsat** in the public relations department, at **the World Bank**, in **the West Africa Region**, and at the **Algerian Embassy** as a translator, cultural assistant and student services manager in Washington, DC.

Education

- Master of Business Administration, School of Business and Public Management (SBPM), The George Washington University, Washington DC
- Bachelor of Arts, the Elliot School of International Affairs, the George Washington University, Washington, DC.
- Brevet de Technicien Supérieur, College of Monaco, Principality of Monaco.

Other

- Bilingual French & English - Working knowledge of Spanish
- Dual citizenship: French & American

Memberships

- American Institute of Astronautics & Aeronautics (AIAA)
- Society of Satellite Professionals International (SSPI), Mid-Atlantic chapter V.P.
- The Navy League of the United States
- The Washington Space Business Roundtable (WSBR)
- The Alexandria-Caen Exchange Committee (citizen member).