

# ZILKER MEDIA

## About David Robinson

CEO of Vertical Performance Enterprises and author of *The Substance of Leadership: A Practical Framework for Effectively Leading a High-Performing Team*



David Robinson is a senior executive, retired U.S. Marine Corps colonel and author of *The Substance of Leadership: A Practical Framework for Effectively Leading a High-Performing Team* (Per Capita Publishing, Sept. 2021). With over three decades of experience leading complex organizations, Robinson is a senior advisor to Fortune 1000 companies in mission-critical industries such as biotechnology, healthcare, transportation and logistics, energy and more. A former fighter pilot and TOPGUN instructor, David is an expert and international speaker on the subjects of organizational leadership and performance improvement.

Robinson is the founder and CEO of [Vertical Performance Enterprises](https://verticalperformance.us/), which helps executives develop high-performing organizations through effective leadership. The company empowers teams to gain a competitive advantage through proven performance improvement fundamentals. Robinson has guided teams to consistently produce winning results in some of the most complex, uncertain environments in the world.

Robinson outlines his framework for effective leadership in his first release, *The Substance of Leadership*. In it, he details the *leadership triad*, which stresses the importance of culture, people, and mission as a foundation for leaders to help their teams reach their full potential. Robinson walks readers through the importance of the triad, how to connect it within their company and ways to practically implement this framework to maximize leadership effectiveness. Inspired by valuable lessons learned in the military, Robinson imparts a practical management structure that makes an enormous impact.

Prior to founding Vertical Performance Enterprises in 2011, David served in several executive leadership positions in the military in the areas of strategy, operations, logistics, safety, human resources, training and more. While serving as the Director of Air Operations in Iraq, he was awarded the Bronze Star Medal for overseeing more than 20,000 combat missions and over 2,000 medical evacuations. As a strategy director for the Chairman of the Joint Chiefs of Staff, David facilitated numerous studies used to develop the Pentagon's ten-year vision and budget for the Department of Defense. In his final assignment, he was the commanding officer (CEO) of a \$12B aviation enterprise where he managed a fleet of 250 jet aircraft and led over 2,500 personnel supporting global operations.

Robinson graduated with a bachelor's degree in systems engineering from the United States Naval Academy and earned a master's degree in national security strategy from the National Defense University. He lives with his family in Hilton Head, South Carolina. For more information, visit: [verticalperformance.us/](https://verticalperformance.us/).