

BIOGRAPHY



Christopher J. Ellerhorst

Director,
Strategy,
Business
Development and
Sales

Chris Ellerhorst is the director of Strategy, Business Development and Sales at United Launch Alliance (ULA). In this role, he leads a team responsible for ULA's strategic planning, competitive intelligence, capture and proposal activities, and strategic marketing and sales to drive new business, sustainable profitability and long-term competitive positioning of ULA for future launch services. Ellerhorst joined ULA in 2016 as lead of the Strategy group, and has since led the capture of more than \$4.2B in new orders and manages ULA's Strategic Advisory Group of senior industry consultants.

Ellerhorst joined ULA from Lockheed Martin Space Systems Company (LMSSC) where he spent 10 years in various positions, culminating in the Strategic Development and Advanced Programs organization supporting the development of the LMSSC long-range strategic plan, leading new business venture/program campaigns focused on creating new revenue streams, and supporting enterprise Merger and Acquisition portfolio activity. Additionally, he was the competitive intelligence leader for LMSSC's Military Space and Civil Space lines of business and developed a strong understanding of the global launch market as a core member of the LMSSC Strategic Review team on ULA. Ellerhorst began his career at LMSSC as a systems engineer working on the NASA ORION and GPS III programs. He is a graduate of LM's Leadership Development program.

Ellerhorst holds a Bachelor of Science degree in aerospace engineering from the University of Colorado at Boulder and holds both a Masters of Systems Engineering and Masters of Business Administration from the University of Denver.



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