

## **USGIF Member Spotlight**

**Ron Podmilsak**  
**President and CEO**  
**The Podmilsak Group**

**Q: How does your company support national security through geospatial intelligence?**

**A:** The Podmilsak Group (TPG) offers decades of geospatial, visualization, and mapping knowledge and experience in both the government and private sectors through employees who have extensive careers in both the government and private industry. We maximize the use of this expertise by applying it to a litany of geospatial systems, methodologies, and tools to help solve the variety, volume, and velocity of information needed to interface with ever challenging intelligence issues.

**Q: How does the Podmilsak Group differ from others in the government intelligence field?**

**A:** TPG is a small veteran-owned business consisting of innovative and creative employees who are customer focused and driven to adding value to the Intelligence Community (IC) and Department of Defense (DoD) missions. We believe that most solutions to hard problems can be solved by rearranging the old in a novel new way. Thus, creativity is not necessarily about inventing something new.

**Q: What are some of TPG's biggest projects or accomplishments within the IC?**

**A:** TPG worked on the ground floor at the Central Intelligence Agency (CIA) in structuring a geospatial analysis capability over a period of four years. Our close-in support began with the Geospatial Analysis Team. Working side by side with the government, we aided significantly in building this team into the Geospatial Analysis Center. We continue to provide close support to the geospatial organization which has now evolved into a more comprehensive organization called the Analytic Methodology Center.

We are actively involved in providing geospatial support to a variety of organizations in the National Clandestine Service, the Directorate of Science and Technology, and the Director of National Intelligence's Open Source Center.

We have held contracts continually with the National Reconnaissance Office where geospatially related support has been provided to the IMINT Directorate.

We are currently conducting across the board assessment of the geospatial infrastructure within the CIA's Crime and Narcotics Center which will result in a baseline assessment as well as long term recommendations to improve the efficiency, cost effectiveness, and geospatial outreach of this critical government office.

We are currently developing new geospatial concepts to be used for geolocational targeting within the IC. We call this concept the Enhanced Visualization and Analytic Capability (EVAC). We are heavy users of Google Earth and mashup tools to import analytic reports into a geolocational framework within Google Earth. The concept

provides a "one picture" user interface that can be viewed from a strategic geolocation vantage point, zoomed into focus on a more specific geolocation target and provides for target awareness by importing analytic data for analysis.

**Q: What is the most exciting project going on at TPG right now?**

**A:** We are fusing various types of information from a variety of data bases based on customer need into Google Earth for an Enhanced Visualization and Analytic Capability. This approach is receiving interest from a long list of IC customers within CIA, NGA, NRO as well as Congressional IC oversight staff.

**Q: Where do you see TPG going in the future to meet the needs of the military and IC fields?**

**A:** We have a lot of things on the drawing boards and plan on growing through excellent support to our expanding customer base. A key element in this is collaboration and technology exchange with other companies in our industry. We are an active member of MEAC, an organization of small firms geared to work together through collaborative efforts. We also have established agreements with larger firms as well including Northrop Grumman (TASC), The Boeing Co., Lockheed Martin, BAE, and Leica. Smaller firms that we partner with include Prologic, Advice Unlimited, and Bogart Associates.

We are exploring business with unmanned aerial systems working with The Boeing Co. and Mercury Computing approaching this concept from a sensor perspective.

We see great opportunities using innovative forms of visualization. The IC, in the main, has not moved forward in the visualization field and falls far behind the entertainment industry which has always driven this field. We are members of the Pacific Northwest Laboratory's National Visualization and Analytic Center and hope to manifest this relationship into more aggressive forays into visualization.

**Q: What does TPG hope to accomplish with its USGIF membership?**

**A:** The Podmilsak Group is proud to be a member of such a prestigious and leading-edge organization for our industry. We would like to become a source of expertise to USGIF members and participate on the various panels and boards as part of the core leadership that makes up the USGIF.