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### **Risk Management in Business Processes – Identification, Capture and Proposal Implementation**

Life has risk associated with it. In Business Development, it takes the form of strategy and positioning especially in the large Government contracting area. One of the fallacies is that people treat Business Development as a deterministic process and forget to allocate risk as a driver. In fact risk can be a big savior. It can help the Capture lead identify opportunities for improving the pursuit and capture of new business. Dr. Jayant will present a process to treat all business cases in a probabilistic manner (Business Planning, Business Capture, Competitive Assessments). Business metrics are developed as the 25%, 50% or 75% case and computation of the Business Opportunity pipeline is performed using the probability of win (Pwin). His approach shows the inherent limitations in business pipeline strengths and allows companies to come address them and come up with more robust business models. Ultimately, Business Development is all about Strategy and Execution and using risk based approaches to shaping the solutions yield better results.

Dr. Jayant Ramakrishnan is a Vice President at ARES Corporation and heads up the Federal Business Development for Aerospace and Defense Division. He has successfully captured over \$200M in business for ARES leading several large business development efforts. He is involved in the strategic pursuit, capture and teaming on major federal opportunities. He has worked with executives from major corporations in business development and brings technical insight and strong business acumen to the job. He has international experience in business development and is a recognized high performance achiever. He has over 25 papers in conferences, journals and refereed texts. He holds a Ph.D., Mechanical

Engineering, from University of Missouri, Rolla, Missouri, and is being nominated as “Distinguished Alumni” of Missouri University of Science and Technology.