

## BIOGRAPHICAL SKETCH

## CHIEF EXECUTIVE OFFICER

### BRIGADIER GENERAL ROBERT COCROFT

#### EDUCATION

Masters Degree in Public Policy Administration—LaFollette Institute, UW-Wisconsin, Madison, WI, August, 1992.

B.S. Degree and graduated with honors from the University of Wisconsin-Madison, December, 1977.  
Major – Ag. Business Management; Minor – Business/Industry.

#### DIRECT PROFESSIONAL EXPERIENCE

President and Chief Executive Officer, Center for Veterans Issues August 2004 to Present

- Oversees all operations of the Center for Veterans Issues including Governance, Development, Operations, Finance, and Accountability.
- Meet at least quarterly with the Board of Directors to keep them informed, establish a mutuality of purpose and obtain their support for proposed directions and policies.
- Meet with the Board to review and plan activities and explore new directions for service and funding.
- Meet with administrative staff for an active exchange of views and to provide direction and motivation in pursuing goals of the company.
- Meet with heads of community agencies to develop specific cooperative programs and collaborative.
- Meet with legislators to discuss legislature and funding of CVI programs.
- Meet with leaders of government, business, industry and foundations to obtain funds and support for CVI Programs on behalf of the homeless veterans.
- Directly supervise all Directors responsible for CVI support services.
- Identify companywide issues and program directions both short and long term that will enhance program effectiveness.

President and CEO of the America's Freedom Center Foundation, Incorporated. January 2002 – July 2004. The corporation oversaw the planning to build the America's Freedom Center. The corporation engaged in a capital campaign to raise funds for the construction and implementation of America's Freedom Center. The center was to feature interactive, experiential, layered story telling exhibits and contain a strong distance learning capability. Position required meeting and interacting with local, state and national leaders from the corporate, civic, governmental and philanthropic communities.

Deputy Secretary of the Wisconsin Department of Veterans Affairs. April 1994 – December 2001.

- Overall responsibility for the day-to-day administration and management of over 900 full-time employees. Operations included administering four loan programs, eight grant programs, a 750-bed skilled nursing care facility and administrative services.

Employed by the State of Wisconsin, Department of Veterans Affairs, as the Administrator of the Division of Veterans Programs. August 1983 – March 1994

- Primary functions included the day-to-day administration of a primary mortgage home loan program, home improvement loan program, an economic assistance loan program, a second mortgage loan program and eight grant programs. Position was actively engaged as a member of the senior management team within the Department. As such, and on an on-going basis, involved with strategic planning and program development that requires management skills in a wide range of functional areas.
- To facilitate planning, coordination, control and service provision, the division employed fifty-one staff in the following functional areas: research and planning, loan origination and servicing, grants administration, property management, auditing, and claims service.

#### MILITARY SCHOOLS:

TIS, Infantry OCS  
TIS, Airborne #12

#### Graduated:

1967 (Officers Candidate School)  
1968

USATC, IOAC	1979 (Infantry Officers Advance Course)
C&GSC	1985 (Command and General Staff College graduated with honors.)
AWC	1994 (Army War College)

### **U.S. DECORATIONS:**

Legion of Merit, Meritorious Service Medal-2 OLC, Army Commendation Medal, Army Achievement Medal, National Defense Service Medal, Good Conduct Medal, Army Reserve Components Achievement Medal, Armed Forces Expeditionary Medal, Armed Forces Service Medal, Overseas Ribbon, Armed Services Ribbon, Parachutist Badge.

### **SIGNIFICANT MILITARY ASSIGNMENTS:**

- Instructor, Tactical Command – Ft. Ord, CA – 1968
- CDR, CoD, 1<sup>st</sup> Bn, 4<sup>th</sup> CST Bde – Ft. Ord, CA – 1969 (Company Commander)
- Asst. ADJ, S2 Ofc. Hq. Comdt; HHC 8<sup>th</sup> US Army – USARPAC Korea – 1970
- ADJ, S1 Ofc, Hq Comdt; HHC US Army – USARPAC Korea – 1970 (Personnel)
- CDR, CoD, 3<sup>rd</sup> Bn, 4<sup>th</sup> CST Bde – 84<sup>th</sup> Div – 1971 (Company Commander)
- DCR, CoA, 3<sup>rd</sup> Bn, 4<sup>th</sup> CST Bde – 84<sup>th</sup> Div – 1972 (Company Commander)
- Range/Ammunition OFF, G3 Section, HQ, 84<sup>th</sup> Div (Tng) – 1980
- XO, 5091<sup>st</sup> USARECSTA, 84<sup>th</sup> Div – 1981 (Executive Officer – Battalion)
- CDR, BT Bn, Tng Cmd, 84<sup>th</sup> Div—1983 (Battalion Commander)
- XO, 4<sup>th</sup> Bde, 84<sup>th</sup> Div—1988 (Executive Officer)
- CDR, 2<sup>nd</sup> Bde, 84<sup>th</sup> Div – 1989 (Brigade Commander)
- ADC(S), HQS, 84<sup>th</sup> Div – 1993 (Assistant Division Commander – Support)
- ADC(O), HQS, 98<sup>th</sup> Div (IT) – 1996 (Assistant Division Commander – Operations)

### **OTHER ACCOMPLISHMENTS**

- A member of the Executive Committee as well as the Board of the Wisconsin Veterans War Memorial-Milwaukee. The Board deals with honoring the dead by serving the living. It is engaged in preserving and enhancing the War Memorial facility and engaged in the development of an education center within the facility itself.
- Board Chair of the Professional Certification Advisory Board that was enacted by Congress under Public Law 106-50 to identify and remove barriers in the areas of certification and accreditation for service men and women leaving the military.
- Currently on the Board of Trustees for the National Coalition for Homeless Veterans.
- Recipient of the Administrator of the Year Award from the American Society for Public Administrators (ASPA), 1994.
- Recipient of the Lance P. Sijan Award 2001 from the Fraternal Order of Eagles.
- Recipient of the Jesse Brown distinguished Leadership Award from the National Association for the Advancement of Colored People (NAACP), 2005.
- Board Member, Milwaukee Workforce Investment Board.
- Board Chair of the America's Freedom Center Foundation, Inc.
- Steering Committee member of the Milwaukee Continuum of Care.
- Board Member, National Black United Federation of Charities