



John A. Warden III

John A. Warden III is the founder and President of the strategy consulting firm Venturist, Inc. He was a key architect of the successful first Gulf War air campaign, has authored two books, *Winning in FastTime* and *The Air Campaign*, headed the Air Force's Air Command and Staff College, and worked as Special Assistant to the Vice President of the United States.

President, Venturist, Inc: John Warden is president of Venturist, Inc., a strategy development company with clients around the world ranging from Texas Instruments and McDonald's to start-up in a variety of industries. His company developed and provides extensive strategy programs for business and government agencies and conducts intensive business and geopolitical strategy academies at the company's headquarters in Montgomery, Alabama. He also makes frequent television and radio appearances.

Commandant of the Air Command and Staff College (1992-1995, Montgomery, Alabama): Prior to leaving the Air Force and launching Venturist, Inc., John Warden, as the Commandant of the Air Command and Staff College, introduced many new concepts that received numerous accolades for curriculum and teaching methodologies. While there, he developed a revolutionary concept for a new American Security Force designed to provide more military capability at a lower cost.

Special Assistant to the Vice President of the United States (1991-1992, Washington D.C.): As Special Assistant to the Vice President of the United States, he worked on improving American competitiveness, speeding commercialization of technology, and promoting quality concepts inside and outside the Administration.

Deputy Director for Strategy, Doctrine, and Warfighting, Headquarters United States Air Force (1988-1991, The Pentagon, Washington D.C.): As Deputy Director for Strategy, Doctrine, and Warfighting, he and his five Air Staff divisions created new operational concepts for airpower employment including the "Air Option," introduced the "two concurrent regional contingency" force planning methodology, helped develop the Air Force's "Global Reach, Global Power" concept, created and successfully promoted the "Composite Wing" concept (initially called the Air Legion), developed the Instant Thunder air campaign used in Desert Storm for the first Gulf War, and established the Checkmate Washington area Open Planning operation that supported the war effort and became the model for what was later called "reach-back." General Colin Powell, Chairman of the Joint Chiefs of Staff during the first Gulf War, wrote in his book, *My American Journey*, that "...Warden's original plan [Instant Thunder] would undergo numerous modifications...but his original concept remained the heart of the Desert Storm air war."

Vice Commander and Commander, 36th Tactical Fighter Wing, Bitburg Air Base, Germany (1986-1988): As commander of the 36th Tactical Fighter Wing in Germany, John was responsible for 72 F-15C fighters and nearly 5,000 military and



civilian employees. While at Bitburg, he developed and refined mass air superiority fighter tactics and introduced major new command and control concepts.

Student, National War College (1985-1986, Washington D.C.): As a student at the National War College, he wrote *The Air Campaign*, which has been translated into at least seven languages.

Various flying, staff, and command positions (1965-1985): Additional flying, staff, and other command positions include Commander of the US Forces at Decimomano Air Base, Italy; Deputy Commander for Operations of the 347th Tactical Fighter Wing (F-4 Phantoms), Wing Chief of Inspections, 33rd Tactical Fighter Wing (F-15 Eagle); Assistant Executive Officer to the Air Force Chief of Staff; Action Officer and Regional Strategy Officer on the Air Staff; graduate student at Texas Tech University (M.A. in Political Science); F-4 pilot at Torrejon Air Base, Spain; OV-10 Forward Air Control pilot in the Vietnam War (266 combat missions); and F-4 pilot at Seymour-Johnson Air Force Base, North Carolina.

Speaking, writing, and television appearances: John Warden is a speaker and author with numerous published articles on planning the future, new strategy, aerospace power, and campaign planning. He is frequently cited in major media and has been discussed in a number of articles and books including two biographies. His television and radio appearances include the BBC, Fox, ABC, CNBC, CBS, PBS, CNN, the National Geographic Channel, the History Channel, and MSNBC.

He has spoken at the American Bar Association; the West Coast Conference Board; the Atlanta Chapter of the Council on Foreign Relations; UCLA; University of Zurich; the Wharton School of Business; Air University; Sanford College; the Defense Science Board; the Air Force Scientific Advisory Board; most of the US's intermediate and senior professional military education schools; and defense colleges in the United Kingdom, Australia, Singapore, Norway, Sweden, Denmark, Chile, Turkey, and Brazil.

Biographical data:

Born in McKinney, Texas, 1943, John received his Bachelor of Science degree from the United States Air Force Academy in 1965, his Master's degree from Texas Tech University in 1975, and retired from the United States Air Force as a Colonel in 1995. He and his wife, Margie, live outside Montgomery, Alabama. They have two grown twin children, Elizabeth and John. The company John founded and heads, Venturist, Incorporated, (www.venturist.com) is headquartered in Montgomery, Alabama. His military decorations include the Distinguished Service Medal, Defense Superior Service Medal, Legion of Merit, Distinguished Flying Cross, and Air Medal with ten oak leaf clusters.