



# SPEAKER BIOGRAPHIES



## *Words and Deeds: Strategic Communication in Complex Operations October 14-15, 2008*

### **Jeff Alderson**

CAPT Jeff Alderson is currently serving as the Acting Deputy Assistant Secretary of Defense (Joint Communication). CAPT Alderson received a Bachelor of Arts in English Literature from Washington College in 1983. He was commissioned in 1986 through Officer Candidate School in Newport, Rhode Island. After earning his Surface Warfare qualification in 1988, he was selected as a designated Public Affairs Officer and graduated from the Defense Information School with honors in March 1989. He earned a Master of Arts in Organizational Communication from the University of Hawaii in 1998.

His sea tours include two deployments aboard USS OKINAWA (LPH 3) and one deployment aboard USS INDEPENDENCE (CV 62) as well as the ship's change of homeport from San Diego to Yokosuka, Japan. His Pentagon tours have included Navy Internal Relations Activity as Editor of the Navy News Service, All Hands Magazine, and Flag Aide to the Chief of Information; Executive Assistant to the Chief of Information, and served as the Acting Deputy Chief of Information. His other shore tours include Commander Logistics Group Western Pacific in Singapore; Eastern Pacific Action Officer and Media Officer at Pacific Fleet Public Affairs in Pearl Harbor, Hawaii; Force Public Affairs Officer for Commander Naval Special Warfare Command; Force/Fleet Public Affairs Officer for Naval Forces Central Command/ U.S. Fifth Fleet in Bahrain; and U.S. Pacific Command Chief of Public Affairs at Camp Smith, Hawaii.

He provided in theater PA support during Operation Ernest Will, Operation Desert Shield, Operation Continue Hope, Operation Enduring Freedom, and Operation Iraqi Freedom. CAPT Alderson's personal awards include the Defense Superior Service Medal, Legion of Merit, Meritorious Service Medal (three), Navy Commendation Medal, Navy Achievement Medal (three) as well as several campaign and unit awards.

### **Yigal Carmon**

The founder of MEMRI, Yigal Carmon, was formerly the chief advisor on counter-terrorism to Israeli Prime ministers Yitzhak Shamir and Yitzhak Rabin, and was a senior delegate to the 1991 Madrid peace conference. A retired colonel in the Israeli Defense Forces, Mr. Carmon is frequently relied upon by leading media sources and government officials as an authority on the current developments in the Arab and Muslim world. Mr. Carmon has briefed government worldwide on issues ranging from Jihad and terrorism to reform in the Arab world.

In the United States, Mr. Carmon has given testimony on Capitol Hill and conducted briefings at the State Department, Pentagon, Department of Homeland Security, Justice Department, FBI, NYPD counter-terrorism division, and has frequently been interviewed on a variety of Western channels, as well as Arab TV channels such as *Al-Jazeera*. Internationally, Mr. Carmon has briefed world bodies and leaders that use MEMRI's research including: The European Union, The European Parliament, The British Parliament, The Organization for Security and Cooperation in Europe (OSCE), German Foreign Ministry, the Foreign Office of the German government, the Russian Ministry of Interior, Swedish Parliament, and NATO affiliated groups, French Interior Ministry, Norwegian Parliament, UNESCO, UN High Commissioner for Human Rights; and King Juan Carlos' Terrorism Conference in Spain.

Yigal Carmon founded MEMRI in 1998. Headquartered in Washington DC, MEMRI explores the Middle East through the region's media. MEMRI bridges the language gap which exists between the West and the Middle East, providing timely translations of Arabic, Turkish, Urdu/Pashtu and Persian media, as well as original analysis of political, ideological, intellectual, social, cultural, and religious trends in the Middle East.

### **Antulio Echevarria**

Dr. Antulio J. Echevarria II became the Director of Research for the US Army War College after a military career of 23 years. He has held a variety of command and staff assignments in Europe and the United States. Dr. Echevarria is the author of *Clausewitz and Contemporary War* (Oxford University Press, 2007); *Imagining Future War* (Praeger Securities International, 2007); and *After Clausewitz* (University Press of Kansas, 2001). He has also published extensively in scholarly and professional journals on topics related to military history and theory and strategic thinking. Dr. Echevarria is a graduate of the US Military Academy, the U.S. Army Command and General Staff College, and the US Army War College, and holds MA and PhD degrees in history from Princeton University.

### **David Eldridge**

David Eldridge is a Team Lead in the Political Geography Division of the National Geospatial-Intelligence Agency. His team consists of 12 linguists (and two dozen or more subcontractors) of Persian, Dari, Pashto, Uzbek, and assorted other languages. A chief responsibility of the Political Geography Division is to maintain the US government's databases for Foreign Placenames and for International Boundaries. Mr. Eldridge's team maintains all names and internal boundaries for Afghanistan, Iran, and Pakistan. Additionally, his team regularly acquires, stores, and consults about sociocultural phenomena and other data. In this vein, his team answers and explains cultural and linguistic aspects of Afghan, Pakistani, and Iranian situations in both combat and stability operations support, on a daily basis.

Mr. Eldridge hails from Missouri and has degrees in Geography and Political Science from the University of Missouri. He completed doctoral coursework in Geography at the University of Chicago and researched aspects of mapping human beliefs, values, and habits. He completed

two brief stints at CIA in the early 1980s at the outset of the Soviet invasion of Afghanistan. Fieldwork in Pakistan among Afghan refugees during the Soviet conflict left him with many experiences of Human Terrain relevance which serve him well in his present position. After eighteen years as a Professor of Geography, Mr. Eldridge returned to the Intelligence Community with NGA in 2004.

### **Abderrahim Foukara**

Abderrahim Foukara was born and raised in Morocco but later settled in the United Kingdom, where he completed a PhD before joining the BBC World Service in 1990. Over the next nine years, he worked in various BBC departments, including Arabic, French, African and journalism training, and in various capacities including producer, reporter, anchor and senior instructor. In 1999, he moved to Boston, USA, where he worked as producer and reporter on the World, a co-production of the BBC, Public Radio International and WGBH Boston. In 2001, Abderrahim moved to Washington, DC, where he continued to report for the BBC in London before finally joining Al-Jazeera in the Summer of 2002 as a Washington-based reporter. Early in 2003, he moved to New York where he oversaw operations in the Al-Jazeera New York Bureau's United Nations office. In early 2006 Abderrahim was appointed and still serves as head of Al-Jazeera's United States operations in Washington, DC. He also serves as Host of Min Washington ('From Washington'), a weekly show on American Politics and Culture.

### **Colleen Graffy**

Colleen Graffy assumed her duties as Deputy Assistant Secretary in the Bureau of European and Eurasian Affairs in September 2005. In this capacity, Ms. Graffy oversees public diplomacy and public affairs programs for the Bureau and coordinates efforts with Under Secretary for Public Diplomacy and Public Affairs James Glassman. Prior to her current position, she was the Academic Director and Associate Professor of Law at the London Law Program for Pepperdine University School of Law.

Originally from Santa Barbara, California, Ms. Graffy earned her BA from Pepperdine University and her MA from Boston University. She then served as co-director of Pepperdine's Year-in-Europe program in Heidelberg, Germany.

Ms. Graffy completed the Diploma in Law in London. After attending the Inns of Court School of Law, she was called to the Bar of England and Wales as a Barrister of the Middle Temple and received her LLM through King's College, University of London with Merit. Altogether, she has resided nearly 20 years in London, where she was often invited by the media to communicate the US point of view on international issues.

Deputy Assistant Secretary Graffy has written on legal issues in the United States and Britain and is a frequent commentator for radio and television on transatlantic political, legal, and cultural issues.

## **Pauline Kusiak**

Dr. Pauline Kusiak currently serves as the Minerva Initiative Program Manager in the Office of the Deputy Assistant Secretary of Defense for Policy Planning. Before coming to Policy Planning, she was a Sub- and Trans-Saharan Africa research specialist at Fort Bragg, NC where she was extensively involved in the US military's Operation Enduring Freedom - Trans-Sahel program.

Before joining the government in 2005, Dr. Kusiak was a postdoctoral fellow at Northwestern University where she taught undergraduate courses on the culture and politics of sub-Saharan Africa and conducted independent research on the use of religious idioms (such as witchcraft and Islam) to critique practices of petty corruption in the socio-technical and bureaucratic systems of the post-colonial African state. She received her PhD from Cornell University, where she studied social, cultural and political aspects of technology transfer to colonial and postcolonial Francophone West Africa. Her dissertation combined ethnographic methods with archival research to examine the ways in which indigenous and French colonial bureaucrats attempted to operationalize their own understandings of "African culture" in order to communicate more effectively with local African populations and to encourage them to participate in the state's development projects. She completed her undergraduate education in interdisciplinary studies at the University of California at Berkeley.

## **Todd Leventhal**

Todd Leventhal is a Senior Policy and Planning Officer in the Bureau of International Information Programs at the US Department of State. He chairs the Interagency Strategic Communication Fusion Team, which provides a weekly interagency forum for strategic communication professionals from State, DoD, the intelligence community, the Broadcasting Board of Governors, and other agencies to share information and ideas.

Mr. Leventhal is also the Department of State's expert in countering misinformation. He has 15 years of experience in analyzing and countering disinformation, urban legends, and conspiracy theories. For examples of his work, see the Department of State's "Identifying Misinformation" webpage, at <http://usinfo.state.gov/media/misinformation.html>. He writes a blog on "Rumors, Myths, and Fabrications," at <http://blogs.america.gov/rumors/>. Mr. Leventhal has authored several reports in this area, including *Soviet Active Measures in the Era of Glasnost*, in 1988, *Soviet Active Measures in the "Post-Cold War" Era*, in 1992, and *The Child Organ Trafficking Rumor: a Modern "Urban Legend,"* in 1994.

Mr. Leventhal took the lead in countering Iraqi disinformation and propaganda during 1991 Gulf war and later wrote a monograph on this subject for the Emirates Center for Strategic Studies and Research, *Iraqi Propaganda and Disinformation During the Gulf War: Lessons for the Future* (1999). Mr. Leventhal has given numerous media interviews on the subject of disinformation, urban legends, and conspiracy theories, on CNN, *Good Morning America*, ABC's *20/20*, and with the *New York Times*, *Washington Post*, *Wall Street Journal*, *Newsweek*, *Sunday Times* of London, and many other media outlets.

Mr. Leventhal worked as a journalist with the Voice of America for seven years. He wrote radio documentaries on the Soviet Union and national security affairs from 1984 to 1987 and was a reporter and broadcaster in VOA's Africa division from 1996 to 2000. From 1978 to 1980, Mr. Leventhal conducted the research for former President Richard Nixon's best-selling book *The Real War*. Mr. Leventhal has a Masters in Business Administration from Harvard University, a Masters of Arts in Russian Area Studies from Georgetown University, and a Bachelor of Science in Finance from the University of Colorado.

### **John Matheny**

Mr. Matheny joined the ICAF Faculty in August, 2007 following six years in the Policy office of the Secretary of Defense. During that time, he served as the Department's representative on the USG delegation that drafted a political framework agreement which was the basis for ending ethnic strife in Macedonia, as Director of Psychological Operations Policy during Coalition operations in Afghanistan, Iraq, and against al Qaida, and Director, Support to Public Diplomacy (a new office under the Principle Deputy Undersecretary for Policy).

Following retirement from the Air Force in 1986, Mr. Matheny entered the civil service, resigning from the Senior Executive Service in 1990 to take a job in the private sector.

As an Air Force officer, Mr. Matheny served in a variety of challenging positions including six years in the White House on the NSC staff and as Military Assistant to two Vice Presidents. A 1982 graduate of the National War College, he became Director of Negotiations Policy for the Assistant Secretary for International Security Policy in the Office of the Secretary of Defense in 1984 and was a principal negotiator and contributor to the NATO-Warsaw Pact Conventional Forces in Europe (CFE) Treaty.

Beginning in 1990, Mr. Matheny served for ten years as Director of Operations and Equipment Standards for the United States Golf Association, during which he established the first performance limits on golf clubs, instituted a legal department, managed the organization's response to outside litigation challenges, and supervised the USGA's Centennial celebration, including the creation of a book and film series.

Mr. Matheny holds a Masters Degree in political science from TCU, is married and has two children. He has extensive experience in international negotiations and USG interagency processes, lay legal and regulatory expertise, and more recently experience in strategic communication, including public diplomacy and information operations. He rejoined the civil service in 2002.

### **Dennis Murphy**

Dennis M. Murphy is a Professor of Information Operations and Information in Warfare at the US Army War College. Professor Murphy served in a variety of command and staff positions

over his 27 years of US Army service to include command of a direct support artillery battalion forward deployed to Germany and an associate professorship at West Point. Professor Murphy was appointed as the first George C. Marshall Fellow for Political-Military and Diplomatic Gaming at the Department of State's Foreign Service Institute in 1999. His work in information operations (IO) and strategic communication includes a tour as senior observer-trainer for the Battle Command Training Program, Operations Group Delta (Joint Task Force and Combatant Command trainers) where he trained NATO multinational forces on IO prior their initial deployment to Bosnia. He has written on information operations, strategic communication and national security issues and published in Military Review, Field Artillery Journal, Foreign Service Journal, NETWORKS Journal, and Parameters among others. His most recent article, "The Trouble with Strategic Communication(s)" appears in the winter 2008 issue of IO Sphere. Professor Murphy currently serves as the Director of the Information in Warfare Group at Center for Strategic Leadership, U.S. Army War College where he teaches information operations and strategic communication elective courses and conducts workshops focused on the information element of power.

### **Eugene Kopp**

Mr. Kopp graduated with honors from the University of Notre Dame in 1957 and received his Master's degree in International Relations and Soviet Studies from Notre Dame in 1958. He received a Juris Doctorate from the College of Law, West Virginia University in 1961. After serving as the law clerk to the senior Federal Judge in West Virginia, he joined the US Department of Justice for 7 years as a trial attorney in the Tax Division. He was confirmed twice by the Senate and served as the Deputy Director and Acting Director of USIA under Presidents Nixon, Ford and George H. W. Bush. He also headed the Transition Team at the National Security Council after President Reagan's election and was a consultant to the NSC during the Reagan Administration. In addition to the private practice of law, Mr. Kopp has been Corporate Counsel for an oil company, Vice-President of the Union Pacific Corporation and Executive Director of a coalition that achieved passage of the Telecommunications Act of 1996.

### **David Spangler**

David Spangler is a Senior Analyst in the Doctrine & Education Group, Joint Warfighting Center, United States Joint Forces Command. He is a retired US Navy combat aviator who retired as a Commander. His commissioned service included duties as Squadron Commanding Officer, Joint Specialty Officer, Strike Planner, NATO Warfare Analyst and Exercise Developer. Mr. Spangler is an expert in the field of joint proponentcy. While serving as an assistant professor on the staff of the military faculty for the Joint Forces Staff College, National Defense University, he taught classes on joint doctrine and joint planning. He has also participated in an assessment of Joint Publication 3-02 (Amphibious Operations) and in staff reviews of Joint Pubs 3-03 (Joint Doctrine), 3-09 (Joint Fire Support), 3-13 (Information Operations), 3-32 (Command and Control for Joint Maritime Operations), 3-60 (Joint Targeting), 3-61 (Public Affairs), and 2-0 (Joint Intelligence). Mr. Spangler led the Joint Doctrine Group (JDG) and Doctrine Support Team (DST) effort to revise CJCSI 5120.02, the foundational instruction for the Joint Doctrine

Development System. Mr. Spangler is the DST lead for Strategic Communication. Most recently he was the principal author for the Joint Fires and Targeting Handbook and he authored JWFC Pamphlet 9 JTF-PO, Commander's Handbook for Strategic Communication.

## **Barak Salmoni**

Barak Salmoni has been a Full Political Scientist at the RAND Corporation, in Washington, DC, since July 2008. He specializes in Middle East strategic studies and intra-state conflict, as well as matters of military education and training. From 2005 to June 2008, Salmoni was the founder, and Deputy Director, of the Center for Advanced Operational Culture Learning (CAOCL), Marine Corps Training and Education Command (TECOM). He was responsible for planning and administering the training and educational programs of the Center, and for hiring as well as mentoring a subject matter expert staff specializing in culture and language learning for global Marine deployments. Prior to coming to TECOM full-time, Dr Salmoni was on the faculty of National Security Affairs at US Naval Postgraduate School, where he taught courses on Islamic history, Islamic religion, Middle Eastern history, as well as politics, religion, identity, and civil-military relations in the Middle East.

At Naval Postgraduate School, Dr Salmoni also established and directed the program "Tactical Culture for Marine Expeditionary Forces" from September 2004 to May 2005, which provided cultural training, language training, and support materials to deploying Marines through TECOM, with focus on Iraq and Afghanistan. As a research program including mentored graduate student work, it also surveyed the state of cultural learning in the US Military, and devised a model for more systematic, empirically grounded culture learning, education, and training for military missions. It was this model which the Marine Corps chose for CAOCL.

From December 2003 to July 2004 he trained elements of every deploying Marine battalion, focusing on issues of indigenous culture, mores, and Iraqi public sentiment as impacts OIF. From October 2003 to January 2004 Salmoni trained elements of the 1st Infantry Division and National Guard on operational culture in Iraq, Afghanistan, Azerbaijan, and North Africa. He worked with the Marines in Iraq during June 2004, August 2005, and October 2006; with the U.S. Army in February 2008; and as a member of MNF-I Strategy, Plans, and Assessments (C/J 5) during March-April 2008.

Dr. Salmoni has previously taught at Harvard University, Holy Cross College, University of Pennsylvania, Swarthmore, and Moravian College. He received a BA in Islamic/Middle Eastern and Medieval Studies and an MA in Middle Eastern/Islamic Studies from Brandeis University. Salmoni earned a PhD in Middle Eastern History at Harvard University, focusing on state-sponsored national, religious, and economic identity formation. He has been a Fulbright Fellow and a National Security Education Program Fellow, and has also studied at Middlebury College, Hebrew University of Jerusalem, Haifa University, American University in Cairo, and Boğaziçi University in Istanbul.

His teaching and research has concentrated on the contemporary Middle East, with particular focus on Egypt, Turkey, Israel, Iraq; civil-military relations; the interaction of militaries and

indigenous cultures; and the implications of the changing nature of warfare for force structure, deployment, and education. He has lectured at National Defense University, Marine Corps University, Joint Forces Staff College, the Naval War College, the US Naval Academy, the UK Defence Academy, and the IDF College.

Salmoni has published book reviews and articles in *Current History*, *Middle Eastern Review of International Affairs*, *Strategic Studies Journal*, *Strategic Insights*, *Middle Eastern Studies*, *Naval Institute Proceedings*, *Turkish Studies*, *Australian Army Journal*, *American Intelligence Journal*, *Armed Forces and Society*, *Military Review*, *Royal United Services Institute Journal*, *Oxford Encyclopedia of the Modern Islamic World*, *The Marine Corps Gazette*, and other venues. In addition to chapters in edited volumes, Dr. Salmoni has published *Re-Envisioning Egypt, 1919-1952* (ed. with A.J. Johnson and A. Goldschmidt, 2005), and, with Paula Holmes-Eber, *Operational Culture for the Warfighter: Principles and Applications* (Marine corps University Press, 2008). Salmoni is on the editorial board of *Small Wars and Insurgencies*, and his work has taken him to Egypt, Tunisia, Turkey, Israel, the Palestinian Territories, Kuwait, and Iraq.

### **Martin Schweitzer**

COL Schweitzer deployed as a company commander to Iraq, as a Battalion Commander to Afghanistan (2002) and as a Brigade Commander to Afghanistan (2007 - 2008). He has spent 23 years in service.

### **Wayne Tasler**

COL Wayne Tasler assumed duties as Assistant Chief of Staff, G1 (Personnel and Human Resources) for the United States Army Civil Affairs and Psychological Operations Command (Airborne) in May, 2008. The Command is comprised of over 10,000 Soldiers located in 76 units spread across 27 states.

COL Tasler was most recently assigned to Multi-National Coalition – Iraq where he was the Commander of Psychological Operations Task Force – Iraq (POTF-IZ) from March, 2007 through February 2008, a multi-compo, multi-national task force. During this year long command tenure, Colonel Tasler was responsible for providing all tactical psychological operations to MNC-I, and coordinating in the employment of all operational psychological operations in the theater.

A native of Jeffers, Minnesota, COL Tasler entered the Minnesota Army National Guard as an enlisted Field Artilleryman in 1981 and was commissioned a Field Artillery Second Lieutenant through the South Dakota State University Army ROTC program in May, 1985.

His military education includes the Field Artillery Officer Basic Course, the Infantry Officer Advance Course, the Civil Affairs Officer Advance Course, the Psychological Operations Officer Course, the Combined Arms and Services Staff School, and the US Army Command and General Staff Officer Course. He received a bachelor's degree in Wildlife and Fisheries

Management in 1986 from South Dakota State University and a master's degree in Military Business Administration from Touro University in 2003.

**Jeffrey Trimble**  
**Executive Director, Broadcasting Board of Governors.**

As Executive Director, Mr. Trimble advises the Board on developments in international broadcasting and manages the BBG staff, which provides the Board with technical, professional and administrative support as well as strategic guidance and program oversight. Mr. Trimble joined the BBG in 2007 as Director of Programming. Prior to that, he had a 10-year career at [RFE/RL](#), where his positions included Acting President, Counselor to the President for Programs and Policy, Director of Policy and Strategic Planning, and Director of Broadcasting. He also worked at US News & World Report magazine for 15 years, in positions including Assistant Managing Editor, Foreign Editor, Moscow Bureau Chief, and diplomatic correspondent. He holds a master's degree and a bachelor's degree from Ohio State University, and is a fluent Russian-speaker.

**Christopher Varhola, PhD**

Christopher Varhola is an assistant professor of anthropology at the University of Maryland in Stuttgart, Germany. He is also an African Foreign Area Officer in the U.S. Army Reserve. He has worked and lived throughout Africa and the Middle East, to include Tanzania, Sudan, Saudi Arabia, Jordan, Kenya, and Iraq.

**Lynne Weil**  
**Communications Director, House Committee on Foreign Affairs**

Ms. Weil oversees all foreign affairs media matters for Congressman Howard L. Berman (D-CA), the chairman of the committee. She writes speeches, op-eds and other media-related materials, is Chairman Berman's spokesperson and serves as his legislative aide on public diplomacy issues. She held the same position under the late Chairman Tom Lantos from 2003 to early 2008.

From 2001 to 2003 Ms. Weil was the press secretary for the Senate Foreign Relations Committee under its chairman, Senator Joe Biden. She started on Capitol Hill as a journalism fellow through the American Political Science Association, spending her fellowship year as a foreign policy aide to Senator Ted Kennedy.

Ms. Weil spent 15 years as a journalist, nearly nine of them in Europe. Her work included stories on politics, economics and culture from 18 countries for National Public Radio, The New York Times, The Boston Globe and the BBC. She earned a BA in communication studies at UCLA and in 2001 completed a Master's degree in public policy at Princeton University's Woodrow Wilson School.