

David Bryant of Integral Systems: ‘Biggest priority is to stay focused on solving the customer problem’

By Camille Tuutti



David Bryant Integral Systems

Armed with a degree in computer science from the University of Maryland, College Park, David Bryant began his career at Ford Aerospace, where he worked on the Hubble Space Telescope program. It was his first foray into the space business, working mostly at the Goddard Space Center, and he immediately knew he had found his niche. While at Ford, Bryant had the opportunity to work in various positions with NASA, NOAA and commercial spacecraft ground systems providers. When Ford was bought by Loral and Lockheed Martin, Bryant accepted a position at Integral Systems. He held a program management role, managing two major U.S. Air Force contracts: Command Control Systems Consolidated and Rapid Attack Identification Detection Reporting System. He became vice president of space control programs in 2006. In 2007, he was named vice president of Eastern Programs, becoming responsible for more than half of the government business for the company.

GovConExecutive: What do your current duties entail?

David Bryant: Right now, I'm vice president of the civil programs division. I have responsibility for all the operations and new business for the U.S. government civilian agencies, which includes profit and loss responsibility, strategic planning, operations and divisions. My most important role, though, is working with our customers to ensure client satisfaction, to understand what their needs are and to help them solve their most complex problems.

GCE: What are some of challenges you've met in your role?

Bryant: The biggest challenge we have right now is to clearly understand the needs of our customer. With reduced budgets and expanding priorities, they are under an extreme amount of pressure to do more with less. We spend a lot of time with our customers, figuring out what their needs are today, what their needs will be in the future and how we can better address their dynamic requirements. As you may know, Integral Systems has a large footprint in the civilian market providing services and solutions across all of our subsidiaries – RT Logic, Integral Systems Europe, SAT Corporation, Newpoint Technologies and Lumistar. We work closely with our customers to provide them with integrated commercial-off-the-shelf products, services and systems that can be quickly and easily adopted to meet their existing and future needs.

GCE: Looking at the near future, how is Integral going to expand its business?

Bryant: In a number of different ways. First, organic growth is critical. As our customers grow, or their requirements change, our solutions and our teams are flexible enough to meet their needs. Second, through partnerships with Large Systems Integrators to provide our unique services and solutions to large government contracts. Third, through product innovation. As I have stressed, we are a customer-focused organization. Our customers constantly present us with problems they are trying to solve. Our research and development teams are excellent at developing new applications, products, services or full blown solutions to solve their problems.

GCE: How would you colleagues describe your leadership style?

Bryant: I think they would say I'm straightforward, honest and that I lead by example. They would likely also say that I'm committed to going the extra mile for our customers.

GCE: What are some of the most important lessons you've learned throughout your career?

Bryant: Like most people entering the work force, one of the things I did not realize is that there are times when things can look very big, but are in actuality very small. The space industry is a perfect example of this. The market generates hundreds of billions of dollars in revenue per year and has a major impact on all of our lives if you think in terms of GPS, satellite TV, mobile communications, weather forecasting, etc. However, for such a big market there are a relatively small number of companies and people that work in the space. There are even a smaller number of decision makers in government. The lesson I learned from this is that relationships are key to growing business and a career over the long term.

GCE: What's something most people would be surprised to learn about you?

Bryant: Interesting question! I've been playing soccer competitively from a very young age. I continued to play and enjoy it. I'm a private pilot as well, which gives me a unique perspective as I work with certain customers.

GCE: You didn't consider going to the World Cup in South Africa?

Bryant: Actually, we did consider that. Unfortunately, we weren't able to go. We may go to Germany next year to watch the women's World Cup.