



Remember when Elvis asked Nixon if he could be in the DEA? A rock musician with high-level security clearance - ridiculous. Unless, of course, you are able to outthink our nation's enemies with "steely" resolve, experience and strategies. Only one such musician/national security consultant has the confidence and talent to step onto this world stage: Steely Dan co-founder, **Jeffrey Baxter**. You may be asking, how in the world does a rock musician wind up as a national security expert? As it happened, it only took a few issues of Aviation Week magazine to peek Jeffrey's interest in military technology and missile defense systems in particular. He became self-taught in this area, as many geniuses do, and then wrote a paper that proposed converting a ship-based anti-aircraft missile system into a rudimentary missile defense system. He passed on this paper to a local congressman, and his career as a defense consultant began. A consultant to the Department of Defense with a high-level security clearances in the Pentagon, he now advises top military and civilian groups on asymmetrical warfare, next-generation technologies and unconventional strategies.

Baxter believes that it was an unconventional approach to thinking about terrorism, coupled with a keen interest in technology that led to his recruitment by the government. "Conventional thought assumed that record turntables were for playing records until rappers began to use them as actual musical instruments, and we thought civilian airplanes were for carrying passengers and cargo until terrorists realized, by substituting a complicated and expensive inertial guidance system with a human zealot, they could be re-configured into a very effective cruise missile," Baxter has said. "My approach has been ...

Jeffrey Baxter

Speech Topics

- Peak Performance
- Innovation
- Education
- Creativity & Innovation
- Business Strategy
- Business Performance



Testimonials

"Fantastic," "Informative," "Brilliant," "Definitely makes you think differently," "Stimulates the mind," "Out there," and, simply, "Wow." These are just a few of the examples of many positive comments I received about you and your work during Rexam's Excellence in Performance (EIP) Conference last week in Miami. Your sharing of many diverse life experiences, while connecting to non-traditional, "out of the box" thinking stimulated the group to look at and approach things with a new mind set. This actually carried through later in the conference during our best practice brainstorming sessions, where we were able to apply these lessons to raising the bar on our collective performance. "

- REXAM.