

# GRAYZONE ADVISORY

Strategic Advisory for Geopolitics, Defense Technology, and National Security

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## OVERVIEW

GrayZone Advisory is a boutique strategic advisory firm providing geopolitical risk analysis and defense-focused business strategy to organizations operating in complex and contested environments. We support executive decision-making at the intersection of geopolitics, national security, and emerging technology.

### **Core Capabilities**

#### **Geopolitical Risk Analysis**

Political instability, conflict dynamics, sanctions exposure, and regulatory risk.

#### **Federal Business Development Strategy**

Positioning and capture strategy for defense and dual-use technology firms.

#### **Investor Due Diligence**

Policy risk, supply chain exposure, and strategic positioning analysis.

### **Differentiators**

- Former U.S. Army Special Forces operational experience
- Defense technology and government market expertise
- Integration of geopolitical analysis with business strategy
- Practitioner-driven insights
- Flexible boutique model

## REPRESENTATIVE ENGAGEMENT AREAS

- Defense technology market entry strategy
- Federal capture strategy advisory
- Geopolitical risk assessments
- Strategic positioning for national security stakeholders
- Supply chain and regulatory risk analysis
- Executive briefings

## FOUNDER

### **Scott Kelly**

Former U.S. Army Special Forces officer and defense technology strategist. Host of *At the Water's Edge*, featuring leading voices in geopolitics and national security.

## ENGAGEMENT MODEL

- Advisory retainers
- Project-based analysis
- Executive briefings
- Targeted consulting engagements

## CONTACT

GrayZone Advisory

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*Available for confidential advisory engagements.*