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#### Dr. Dean McKay, Advisor



Dean McKay has over 40 years experience in operations management, strategic planning, technology development, mergers and acquisitions, and business consulting: providing vision and leadership advice to CEOs, Presidents and key executives in a wide range of industries. He is an experienced strategic focus facilitator, having conducted over 400 corporate and multi-firm sessions designed to create value in private, publicly traded companies and non-profit organizations.

Recently Dean and his partner John Kearns founded JVK Cellars, Minden, NV a producer, packager, and distributor of lifestyle wines. JVK Cellars produces and distributes unique food and beverage products for discriminating people who enjoy their lifestyle.

He is the Chairman of the Board of the Tahoe Center for Wholeness, a non-profit organization, creates opportunities of spiritual renewal and personal growth for women, men and youth.

As Chairman of H. Roark's Strategic Advisory Group, Dean has developed unique processes and procedures for increasing shareholder value through the strategic application of investment banking services. These have been proven over the years at numerous firms, both private and publicly traded ones such as Whittaker, Tracor, International Rectifier, and Sigma Textiles.

Two significant metrics summarize Dean's professional management career to date. As a hands-on operating executive, the organizations he has led successfully executed over a half-billion dollars in revenue. Furthermore, he has invested over a billion dollars in acquiring and integrating organizations through merger and acquisition activities. Today his executive activities and investment focus remain in providing strategic advice and include corporate governance and strategy formulation.

His career experiences have included executive positions at Whittaker Corporation, a New York stock exchange company, CEO and President of Whittaker Zyplex, Partner in the consulting firm, Los Angeles Consulting Group and vice-president at two Fortune 500 firms: Aerojet Electrosystems Company and Allied Signal Corp.

Dean received his Ph.D. and Masters degrees in Executive Management from the Peter F. Drucker Management Center at Claremont Graduate School. He holds a B.S. degree in Mathematics from the University of Texas at Arlington. He was an Associate Professor of Management at Golden Gate University, San Francisco, CA from 1997-2001. From 1989 thru 1996 he taught executive management at the Peter F. Drucker Management Center at Claremont Graduate School. From 1997 to 2001 he was an Associate Professor of Management at Golden Gate University, San Francisco, CA.

In the mid-90's, while CEO and President Whittaker Communications, a high-growth telecommunications business in Santa Clara, California he developed a fundamental concept called "Value Creation." Since then his research into the Value Creation topic through interviews with senior executives, facilitating strategy formulation sessions for organizations, and the development of case studies. This body of knowledge has grown to include multiple publications, a methodology, set of tools, and practical application of a framework for formulating and executing strategic choices. Today several dozen firms today from public NYSE firms with market capitalization of more than \$3 billion to small entrepreneurial privately held firms with annual revenues in the tens of million dollars, employ the Value Creation methodology to grow stakeholder value under a licensing agreement from The McKay Group which holds the intellectual property (IP) holds rights for the Value Creation research and publications.

