



Ethan Plotkin is the CEO of GDCA, Inc. (“Great Designs Continued Always”), a unique California company that specializes in manufacturing and repairing “obsolete” computers that control defense systems.

Discontinuation of these older circuit-cards routinely prevents depots and “primes” from achieving readiness objectives.

Ethan is a passionate advocate for “strategic DMSMS” as a means to improve the way programs achieve cost-effective sustainment throughout a system’s lifecycle, writing and lecturing extensively on the subject.

GDCA, have been active participants and stakeholders in the DMSMS conversation, since their founding in 1987.

Ethan has been privileged to contribute to a number of government and industry panels and collaborations - including (and especially!) the annual DMSMS conference.

He has been active for many years in both NDIA (National Defense Industries Association) and AIA (Aero-space Industries Association) to discover and encourage policies and practices that benefit both Government and Industry alike.

Prior to his work at GDCA, Ethan spent more than a dozen years leading teams and projects involving business analysis, strategy, and business improvement implementation programs.

Ethan lives in San Francisco with wife, dog, and family.

