

CDR Gadsden (Ed) Rule

USN, Business/Financial Manager, Office of the Assistant Secretary of the Navy (Research, Development and Acquisition)

Commander Rule has been serving in his current position since July 1997 as the Business/Financial Manager on the staff of the Department of the Navy (DON) Acquisition Executive, reporting to the Deputy Assistant Secretary for Planning, Programming and Resources. As BFM, Commander Rule is the primary interface at the Headquarters level with DON Program Executive Offices (PEOs) and Systems Commands (SYSCOMs) on business and financial matters impacting acquisition programs. Commander Rule also acts as a liaison at the action officer level with the staffs of the Chief of Naval Operations and the Commandant of the Marine Corps on Planning, Programming and Budgeting System (PPBS) events as they affect DON acquisition programs. A primary catalyst for Total Ownership Cost (TOC) reduction investment within the DON, Commander Rule helped coordinate the first major DON investment in TOC reduction of over \$700 million across the Future Year's Defense Plan (FYDP) in December 1998. Through a sophisticated Cost Reduction and Effectiveness Improvement (CREI) process, developed in conjunction with counterparts on the Navy and Marine Corps staffs, new DON TOC reduction investment has risen in subsequent iterations to over \$1.6 billion. As Commander Rule completes his current assignment this summer and transitions from the Navy following a successful 20-year career, he has written articles and helped to codify the DON CREI process in an effort to institutionalize TOC reduction as an ongoing and increasingly effective activity at all levels throughout the Department of the Navy.

Commander Rule previously served as the Business/Financial Officer for the PEO for Tactical Aircraft Programs, as the BFM for the EA-6B program, as the Comptroller for Commander, Training Command, U.S. Atlantic Fleet and as the Comptroller/Supply Officer for the Navy Diving and Salvage Training Center. He served operationally as a Division Officer in the destroyer David R. Ray out of San Diego and as Department Head in the frigate McCandless out of Norfolk.

Commander Rule graduated from Yorktown High School in Arlington in 1974, earned a Bachelor's of Business Administration in Management from William and Mary in 1978 and a Master's of Business Administration in Finance from the University of Georgia in 1994. While in the MBA program, then Lieutenant Commander Rule won the business school case competition, won local, regional

and national business plan competitions, and won the Outstanding Business Plan award at the Moot Corporation International Business Plan Competition.

Married to the former Maria Talley from Fairfax, Virginia, Commander Rule has four children: Garrison, Christopher, Jonathan and Benjamin.