



Jon Tirpak

Managing Partner

For over a decade, Jon Tirpak has proven that the ValueSelling Framework goes far beyond B2B interactions. He has applied ValueSelling to business-to-government (B2G), non-profit and various companies of all sizes. With a background in sales and engineering, Jon consults clients in aerospace, defense and industrial sectors on value-based approaches to expand into new markets and win coveted, large-scale contracts.

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Jon has extensive experience collaborating with government agencies, such as the U.S. Air Force, U.S. Army and the Defense Logistics Agency. He has worked closely with manufacturers and suppliers, including Boeing, Lockheed Martin, Northrop Grumman, Rolls Royce, Pratt & Whitney, General Electric, Honeywell, TIMET, ATI, Arconic, Materion, ATI Forging, Arconic Propulsion and PCC Casting.

As Executive Director of the Forging Defense Manufacturing Consortium, Jon applied the ValueSelling Framework to engage decision makers, adapt the Consortium's solutions to address stakeholder challenges, and win multimillion-dollar, multi-year programs. He promotes ValueSelling principles throughout all roles in an organization because "we are all salespeople, whether we know it or not."

Jon is a licensed Professional Engineer, and Fellow and past President of ASM (American Society of Materials) International. He holds a bachelor's degree in Metallurgical Engineering from Lafayette College and a Master of Science in Materials Engineering from the University of Dayton. A thru-hiker of the Appalachian Trail, Jon can often be found wood working and keeping up his fitness routine.

Keep it simple. Drive results.