



GreySide Group

Our Business Is Protecting Yours®

FOUNDER/CEO – ALEX POPOVIC

Born and raised in Sydney, Australia, Mr. Popovic immigrated to the United States in 1986, becoming a U.S. citizen in 1994. Earning a degree in Chemical Engineering at Florida State University, he garnered minors in mathematics and physics as well. In 1993 he enlisted in the United States Marine Corps, rising to serve in elite U.S. Special Operations units for 10 years. Mr. Popovic participated in classified and unclassified missions throughout the world, including Liberia, Bosnia, Iraq, and Afghanistan. He was awarded the Silver Star for valor and the Purple Heart for wounds sustained in combat. He has briefed former President George W. Bush, Secretary of Defense Rumsfeld, and various national security advisors and national military command council members on strategies and tactics during the Global War on Terror after the events of 11 September 2001.

Upon completion of his military service (due to wounds sustained), he entered the restaurant business, eventually building his company to over 100 employees and generating annual revenues exceeding \$4M USD. Coinciding with his commercial pursuits, he continued to advise selected agencies and individuals on strategies and foreign policy vis-à-vis Al Qaeda and the Global War on Terror in Iraq, Afghanistan, and North Africa.

In 2003, Mr. Popovic founded Greyside Group with the goal in mind of injecting a strong measure of maturity and reasoned, principled action into the rapidly burgeoning private sector national security industry. Beginning with a clean sheet of paper and an idea, he structured Greyside Group from the ground up to operate with different principles than those which drove many private sector national security support firms. His philosophy was and is to offer a mature, seasoned, intelligent cadre, highly experienced in their field of operations, to support private sector security. He is currently the President and Chairman of the Board of Greyside Group. Early efforts included strategizing on how to mitigate IED attacks against coalition forces in Iraq and Afghanistan; training U.S. Coast Guard elements on anti-piracy and anti-drug techniques; and supporting Special Forces Groups deploying to Southwest Asia. In 2008, Greyside Group's main focus became the emerging problem of piracy in and around the Gulf of Aden. The challenge here was one of differentiating Greyside Group from the extant industry participants—Mr. Popovic did so by turning to private sector contracts instead of seeking governmental funding sources. To date Mr. Popovic has successfully negotiated and captured contracts on behalf of Greyside Group totaling \$40M USD with shipping companies throughout the world. Greyside Group is quickly becoming the industry leader in global anti-piracy and security operations.

Mr. Popovic is fluent in four languages: Serbo-Croatian, Russian, Bulgarian, and Slovenian. He still retains a Top Secret / Special Compartmented Intelligence clearance.

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