

## AEROSPACE AND DEFENSE COMPANY DELIVERS TO OVER 12 COUNTRIES THROUGH EXPORTS

**ABOUT WAMORE, INC.** Headquartered in Phoenix, Arizona, Wamore, Inc. is an aerospace and defense engineering company that builds precision air-drop equipment for the U.S. Department of Defense. The company also operates in the commercial sector - including providing products and services for humanitarian airdrop operations.

**THE CHALLENGE.** Approximately four years ago, Wamore hired a Director of Business Development, who was tasked with the job of taking Wamore's products global. At that point, Wamore was highly dependent on U.S. military sales and did not have a strategic plan for export sales.

**MEP CENTER'S ROLE.** Wamore enrolled in the Arizona Commerce Authority's State Trade Expansion Program (AZSTEP) for small businesses looking to grow its export footprint. Along with its participation in AZSTEP, Wamore enrolled in the RevAZ ExporTech program.

Through ExporTech, Wamore developed a strategic and intentional export plan, identified target export markets, set out go-to-market initiatives to undertake, and defined export revenue goals. Three months after graduating from ExporTech, Wamore implemented their "go-to-market implementation plan."

"When we enrolled in ExporTech, we had no idea how little we knew about global export. The expertise and level of instruction received during ExporTech was on par with any executive level course we have experienced. After graduating from ExporTech and working with RevAZ to implement our go-to-market plan, our future has never looked brighter.

We credit much of our success to the Arizona Commerce Authority, including the RevAZ ExporTech program. This program gave us the playbook and confidence to achieve our global goals. Anyone considering doing business outside the US will greatly benefit from this high-energy program."

-Vince Hearn, Director of Business Development

## RESULTS



Exporting to **12** countries in Europe, the Middle East, and the Asia Pacific region



Around **\$3.5M** in export sales in the past 12 months

## CONTACT US



100 N. 7th Avenue  
Suite 400  
Phoenix, AZ 85007



(602)845-1200



[www.revaz.org](http://www.revaz.org)

