

Government Contracting Profile

An Interview with Dr. Jack London, Author of *Our Good Name* and Chairman of the Board of CACI

Dr. Jack London is the Chairman of the Board of CACI International, Inc. Prior to holding his position as Chairman, Dr. London served as Chief Executive Officer of CACI for 23 years and has been an employee of the company since 1972. Dr. London was also named “Executive of the Year,” in the greater than \$300 million revenue category, at the 2005 Greater Washington Government Contractor Awards.

With over thirty years of experience in the government contracting industry, London recognizes the importance of government contracting in the Greater Washington area. “Government contracting is all over the world, it’s a very important industry,” London said. “It’s not the whole show but an

important player of the Northern Virginia economy and the region in general.”

Although he was not the founder of the company, London said some call him the “founder of the modern-day CACI.” While he was CEO of CACI, the company went from an annual revenue of a few million dollars to one in excess of a billion dollars a year. For smaller government contractors who wish to grow their business, London said that it “won’t happen overnight” and takes “patience and persistence.”

Distinctions, capabilities, methods and access are also essential for a company’s success. “It’s hard to be all things to all people so they need to develop a niche,” London said. “Distinctions are crucially important for smaller companies especially. A distinction or niche gives them the competitive edge to thrive in this industry.”

London doesn’t expect that the economy or the changing of administration will have a major impact on the government contracting community. “We live in a very dangerous world,” he said. “The world around us continues to present challenges to our national security. It is my belief and hope that whoever is elected would not radically change on the position of protecting our nation.”

In April 2004, an illegally leaked U.S. Army report thrust CACI into the international spotlight by casting suspicion on a CACI employee’s involvement with the Abu Ghraib prison scandal in Iraq. In order to clear up CACI’s name and their involvement, London wrote the book *Our Good Name*. In addition to setting the record straight, London said he wrote



the book because he had an obligation to the people of CACI and also to the public at large, “to give them a document of the incident.”

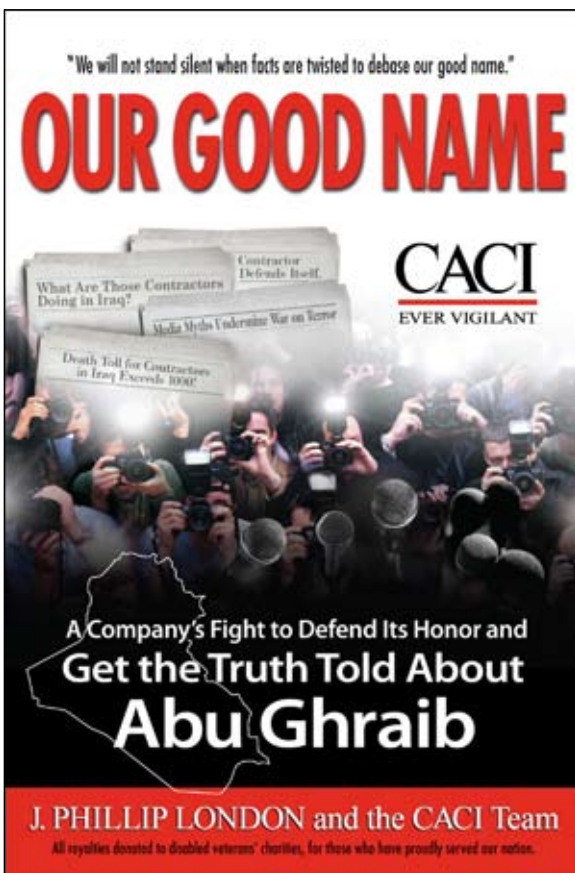
“One reason why I wanted to do this was because I went through it,” London said. “I was the CEO of CACI at the time. I was the guy where the buck stops. So I was presented with the challenge and media attention. It was a firestorm of inaccurate information.”

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--Dr. Jack London

London had much faith that with persistence, CACI’s name and reputation would come out clean. “‘The truth will out,’” he said, quoting Shakespeare.

There is much to learn from CACI’s experiences described in *Our Good Name*. With 24-hour news stations and the Internet, information gets distributed faster than ever. “When your image is being tarnished by things that are false there’s only one thing to do—a very aggressive, proactive pushback,” London said. “We put together



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a campaign to set the record straight. And it's important to know that nobody will do it for you."

There was no way of hiding from the issue, London explained. It wasn't just going to blow over. "It was a world-wide issue, London said. "We realized that not talking to reporters would sink us. We learned how hostile the media can be, like a lynch mob, kangaroo court or a witch hunt."

London said that CACI immediately took responsibility, citing the Tylenol case from the 1980s: several people in Chicago were poisoned from Tylenol and the company immediately took charge, took care of the victims and cooperated with authorities.

CACI, following Tylenol's model, was involved in several investigations, cooperated with the government and continually provided the public with information through press releases.

"'The truth will out,' that's Shakespeare." --Dr. Jack London

"The book is a living landmark," London said. "It represents the company's attempt to preserve our impressive record. Companies can't grow if customers don't buy what they have to sell, so I had to ensure our record of service in the government

contracting industry."

London commended the employees of CACI as they endured the scandal. The management at CACI didn't simply fire several employees as a mean of atonement, which the people of CACI truly appreciated. "We got a lot of good feedback from our people," London said.

"I am very proud of the people of CACI," London concluded. "I am delighted to work with them."

All proceeds from *Our Good Name* are donated to disabled veterans' charities. ■



The Procurement Technical Assistance Program is a Defense Logistics Agency cooperative agreement in which George Mason University has participated for more than 18 years. The purpose of the program is to help businesses do business with government at federal, state, and local levels. PTAP is one of the anchor programs within the Mason Enterprise Center in the School of Public Policy.

Procurement Technical Assistance Program

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