

**Major General Robert A. “Rosie” Rosenberg  
Inducted 2016**



Born in Kansas City, MO (1934), Major General Robert A. “Rosie” Rosenberg graduated from the U.S. Naval Academy, Annapolis, Md. in 1957, receiving a bachelor's degree in general engineering. Because his eyesight had significantly deteriorated after four years, the Navy insisted he would qualify only as a Supply Officer, “Stacking skivvies by the score in the Supply Corps.” To further his service to his country, he turned to the Air Force Liaison Officer at USNA and asked if the Air Force would accept him. The AF Liaison Officer responded in an almost prophesizing manner, “Of course,” continuing: “I’m going to send you to guided missile school, son...someday the Air Force will be in Space.” Due to Cold War events such as Sputnik (4 Oct 57) and the Gary Powers U2 shoot-down (1 May 60), the National Security Space age became Second Lieutenant Rosenberg’s opportunity of a lifetime.

From September 1959 until September 1962, General Rosenberg was assigned to the Air Force Ballistic Missile Division, Vandenberg Air Force Base, CA contributing in the initial development, test, and launch of the Atlas-Agena satellite programs. The SAMOS (Satellite & Missile Observation System) along with the MIDAS (Missile Defense Alarm System) satellite reconnaissance programs are the predecessors to today’s missile warning satellites. Having earned a Master’s degree in Aerospace Engineering from the Air Force Institute of Technology, Wright-Patterson Air Force Base, OH (1964), he was then assigned to the National Reconnaissance Office (NRO), Sunnyvale, California. He served as mission controller for Photo & Sigint satellite operations at the Satellite Test Center. The GAMBIT reconnaissance programs launched 19 of 22 (program 110) and 35 of 38 (program 206) successful missions for which General Rosenberg provided an increase in target data as well as advancing software for target

selection. He served four years as the targeteer for CORONA, GAMBIT and SIGINT satellite reconnaissance programs.

While assigned to the NRO in 1970, he was responsible for the development and acquisition of advanced Mission Planning and Command and Control software needed to enhance the reconnaissance mission, thereby supporting the creation of the next-generation search and surveillance program: HEXAGON. He later emphasized in a speech to the National Geospatial-Intelligence Agency (NGA) the importance of HEXAGON as “an exceptional contributor as it permitted us to dramatically improve our ability to rapidly cover, then revisit as needed vast areas... with resolution not thought possible with a Panoramic system in space.” This enabled the United States to provide continuously updated maps and charts for its land, naval, and air forces.

Upon graduation from the Industrial College of the Armed Forces, Fort Lesley J. McNair, Washington, D.C. (1972), General Rosenberg was assigned to the Air Staff, serving as division chief under the Assistant for Research, Development, and Acquisition Programming until 1974. He was responsible for interaction with Congress on matters relating to the justification of aircraft, missile, and space system research and development, test and evaluation authorizations and appropriations. In December 1974, he joined the National Reconnaissance Office Staff, NRO HQ at the Office of Space Systems and served successively as deputy director for programs, principal deputy, and finally acting director involved in directing and controlling National Reconnaissance Space Programs.

He next served on the President’s National Security Council staff under the Assistant to the President for National Security Affairs in both the Ford and Carter Administrations. He participated in policy formulation and decision-making processes for national security requirements, programs, and budgets related to intelligence, telecommunications, and all U.S. space programs, as well as being responsible for formulation, issuance and implementation of presidential directives and executive orders. He was instrumental in helping to establish the Space Shuttle program and initial presidential funding for the Global Positioning System (GPS). General Rosenberg also became the architect for President Carter’s National Space Policy, establishing principles that included U.S. sovereign rights over its space objects, the right of passage into and through space, and introduction of the right of self-defense in space.

In March 1980, Major General Rosenberg returned to the Pentagon as Assistant Chief of Staff for Studies and Analyses, Headquarters U.S. Air Force, supporting the Chief of Staff, Secretary, and other DOD officials with operations research, critical force structure, weapon system trade-offs, operational and cost effectiveness, efficiency, and utilization questions. He was responsible for studies on the military utility and cost effectiveness of alternative policies, doctrines, requirements and weapon systems, such as GPS and MILSATCOM. From September 1983 to 1985, General Rosenberg was Vice Commander in Chief, NORAD and Assistant Vice Commander Air Force Space Command, responsible for the NORAD/AFSPC HQ staffs and assuming frequent command of NORAD Defense Forces during absences of the commander.

In July 1985, General Rosenberg became Director of the Defense Mapping Agency (DMA), Washington D.C., managing a \$2.3 billion modernization program for producing and distributing DMA products and services to the Armed Forces, other government agencies, NATO, and other allies. Under his guidance, initiatives were created which produced the Digital Production System (DPS), an end-to-end system utilizing digitized source material as the primary input, with DMA's cartographic ready-for-use products as the output ready for immediate support for the warfighter. Under his leadership accuracies and quality were improved, which increased situational awareness for the warfighter. Major General Rosenberg retired from active service in 1987.

As a civilian, General Rosenberg continued to play an active role within the space community, having spent time on National Security Advisory Boards, serving on the SECDEF Task Force sent to Europe during the Bosnia and Kosovo bombing campaigns, and Peace-enforcement Operations. He has chaired the Global Positioning System (GPS) Advisory Board since 1995; served ten-years on the NGA Advisory Group, the Space and Missile Center Advisory Group, and Space Command Advisory Group. He has chaired the advisory team for the Air Force Research Lab (AFRL) Space Vehicles and co-chaired the AFRL Advisory Team on all technologies for the military of the future.

General Rosenberg also has served as a U.S. Delegate to NATO's Aerospace Advisory Group. As a member of the "Gates" Blue Ribbon Committee on Imagery, he helped recommend improvements in intelligence after criticisms from Desert Storm. This resulted in the establishment of NGA. He served on the National Academy of Science Advisory Council on Space Systems, the NASA Advisory Council, the AF Science Advisory Board, and as a consultant to the Army Science Board on the use of Space.

Major General Rosenberg has been inducted to the National Geospatial-Intelligence Hall of Fame (2005), the NAVSTAR GPS Hall of Fame, and received the Lieutenant General Glenn A. Kent Leadership Award (2009), as an influential leader who has made lasting contributions related to Air Force analysis.