



Scott E. Lusader

Teamwork is second nature to [Diversified Solutions Group](#) (DSG) Vice President [Scott Lusader](#). Since his days as a Detroit Tiger and a New York Yankee, Lusader has known how, and, more importantly, why, the organization’s goals are the prize to keep your eyes on.

“As head of sales for DSG I’m responsible for getting to first base, then I trust Team DSG to advance me to home plate—that’s when our team scores,” said Lusader, referring to DSG’s internal personnel and its Alliance Partners.

Not that Lusader doesn’t contribute— far from it. Lusader’s natural ability to cut through red tape and politics makes him the perfect choice to head up the Sales Division where he is responsible for building the contacts and relationships that blossom into contracts and revenue for DSG. He takes his time to listen to the potential customer’s needs and preferences and determines how DSG might be able to help them accomplish their goals more effectively.

“A final sale is a culmination of all the work. It takes months and even years to establish a working relationship,” he said. “Sales in general is really simple, if they don’t like you, you’re finished.”

Never one to be shy about putting himself out there, Lusader enrolled at the University of Florida and was one of very few athletes chosen to be on the University’s Baseball Team. He had no qualms about showing up at tryouts and demonstrating for the coaches that he could compete against all the baseball-scholarship players for a position.

Lusader, who earned a B.A. in Marketing from the University of Florida, knows when he has “the stuff” working for him; he predicts that DSG is within a few years of becoming a Prime Contractor, doing engineering & manufacturing for the United States Military and select domestic industries.

“My main function is creating an awareness of DSG with executives from the automotive industry, Tank-automotive and Armaments Command (TACOM), Tank and Automotive Research, Development and Engineering Center (TARDEC), and others and getting them to see our benefits,” Lusader explained. “We are strategically positioned to assist with prototype and production of ground combat vehicles for the armed forces.”



The Chicago-born Lusader grew up in Florida but moved to Michigan in the late 1980s to play baseball for [The Detroit Tigers](#). Even though he was later traded to [The New York Yankees](#), Lusader and his wife Sarah call Michigan home.

When his baseball days came to an end in 1992, he used his innate sales abilities to find clients for [Lusader Consulting](#), a local auditing and cost control firm he founded. In fact, he still has loyal clients and employs a small staff but his time now is centered on his DSG responsibilities.

Lusader came on board the new company and moonlighted a while with his business until DSG was established. He enjoys the flexibility his position at DSG affords—he handles much of his workday from his home office, making him available to field questions and be there for his six children.

“I can work 24/7 and mix my family time right in the middle of it. My family means the world to me, it’s my job to care of them,” Lusader said even though he gives credit for their smoothly running household to his wife. “Sarah is more than one person, she is incredible,” Lusader said.

With two children in college and four at home, the youngest age ten, the Lusaders are involved in a variety of extracurricular activities as well.

Alexa Lusader, their 16-year-old daughter, is a talented musician on her way to becoming a professional singer. The Lusaders have encouraged her dream and proudly refer interested parties to have a listen to her on [My Space](#).

It just seems natural that Scott Lusader coach, baseball of course. He shares his unique insights into the game with his son Chase’s local travel team, the Rochester Recruits.

Whenever Lusader finds he has a free moment, he enjoys a round of golf or a hand of cards—pastimes that he’s loved since his teenage years.

Diversified Solutions Group is augmented by Lusader’s sales ability, his business savvy, and work ethic. He brings a valuable skill set to the DSG table and compliments the team. But then that’s all part of the DSG master plan.