THCAS Alumni Profile

Alumnus: Jeff Moore

What degree(s) did you receive from ECU and what year(s)?
I received my BA in political science in 1992 and my MA in US history (concentration in maritime/military history) in 1995.

Tell me about one of your favorite memories of your time at ECU?
I enjoyed the energy on campus; the college life. It was a great time to be young. ECU was always vibrant as summer turned to fall and as winter turned to spring. There was always a throng of friends downtown, campus was beautiful, and it was a friendly, collegiate atmosphere. And most importantly, most of the professors I had were really into their subject material, and it made learning my core subject material all the better. It was a great learning environment.

Where are you currently employed?
I run my own consultancy business called Muir Analytics, and I teach a little here and there.

What is your professional title/position?
I’m CEO, and my shop is quite small – it’s a work in progress – so I also do the marketing and the core of the projects as well.

What do you do in this role?
Muir’s main impetus is conducting threat analyses of insurgent and terror prone areas, and we do some military analyses as well. My current project is a long-term analysis of hotel attacks the world over. The data is akin to insurance actuary data, similar to what vehicle insurers use to decide what types of drivers and cars carry the least or most risk. Well, we process statistics on the “who, what, when, where, why, and how” of terror attacks on hotels. Hotel chains can use the analyses to increase security, plan business strategy, justify security costs, and calibrate insurance. It’s all explained at SecureHotel.US, Muir’s hotel website.

How do you feel ECU prepared you for your career/life outside of college?
It had a major impact, actually. ECU’s history MA was tough, very writing intensive, and exacting. It was excellent training for working as a defense contractor. In addition, Dr. Robert Gowen’s classes on Asian history were stellar. He didn't just teach history; he taught us how to analyze a country’s history for what it means in the present day. His key mantra was, “What’s the ‘historical significance’ of a section of a particular country’s history?” The answer helped explain the behavior of a country in today’s time. So it was history as an analytical tool. Dr. Michael Palmer and Professor Conner Atkinson’s military history classes similarly provided me with core subject matter expertise that I used in a professional setting. I used all these techniques in the Pentagon when I worked for the US Army Plans and Operations Division (G-3). It was quite serious work.
Currently, what are you most proud of accomplishing in your life?
I was with the US Army in the Pentagon on 9-11. We went through two explosions that day – one when Flight 77 came in, and another when the outside fuel tank cooked off – and we survived and got to help out our colleagues in the process. Moving to Vietnam on a one-way ticket and living there for a year and two months was an accomplishment I’m fond of, and publishing two books on military affairs is as well. And in 2011, I earned my PhD from the University of Exeter in the UK. And that was just as high as I could go, degree wise in my field; international security and defense.

What are a couple of your future goals?
I’d like to see some of the innovative things I’m working on now pop and fully develop commercially – the hotel threat analysis project, and an insurgency zone analysis method that would help achieve a fuller understanding of these murky wars our country keeps getting involved in. As an aside, the latter is just the nature of global security at the moment. And teaching at ECU would be great, too.

How do you like to spend your free time?
I like to exercise and read. I like movies. And I just started watching Game of Thrones – huge mistake because it's a great story, and addictive. Otherwise, I work a lot, to be honest, so my down time is critical. I have a girlfriend I do a lot of outdoor sports with. And we like to travel, too, when we have the time.

Where do you currently reside (city/state)?
Arlington, Virginia.