



Brig. Gen. Matthew W. Braman

Chief, Army Enterprise Marketing Office

Brigadier General Matt Braman assumed duties as the Chief, Army Enterprise Marketing Office (AEMO), Chicago, Illinois, in July 2025. He is responsible for the development and implementation of the Army's national marketing and advertising strategy and branding to increase talent acquisition and retention. Originally from Newport, Rhode Island, he received a United States Army, Regular Army Commission to the Aviation Branch from Norwich University in 1995. Upon completion of flight school, he was assigned to the 82d Airborne Division from 1996-1999. While assigned, his duties included Headquarters Company Executive Officer, Support & Assault Helicopter Platoon Leader.

After attending the Aviation Captains Career Course, he was assigned to the 1-228th Aviation Regiment, Republic of Honduras as Assistant Operations Officer and UH-60 Company Commander from 2000-2002. Upon leaving Honduras he successfully assessed for the Special Operations Aviation Regiment (SOAR) and was assigned to 3rd Battalion, 160th SOAR at Hunter Army Airfield, Georgia. From 2002-2006 he served as an MH-60L Platoon Leader and Operations Officer.

In 2006, he attended the Naval Command and Staff College in Newport, Rhode Island before returning to the 160th SOAR. From 2007-2012, he served as Operations Officer and then Commander of the Regimental Operational Assessment Element, 160th SOAR. From April 2012 through June 2014, he commanded 2-10th Aviation Regiment at Fort Drum and at Forward Operating Base Shank in Afghanistan.

After his Battalion Command, he attended the National War College in Washington, DC with a follow-on assignment as the Military Assistant to the Secretary of the Army then Special Assistant to the Secretary of Defense. He then was selected for Command of the 16th Combat Aviation Brigade at Joint Base Lewis-McChord from 2018-2020 before returning to the Pentagon as the Deputy Director for Army Aviation on the HQDA staff within the G-3/5/7. From 2022-2024, he served as the Deputy Commanding General for Sustainment at 10th Mountain Division in Fort Drum, NY, before returning to the Pentagon for the third time to serve as the Director, Army Aviation for Headquarters, Department of the Army (HQDA) G-3/5/7.

BG Braman has deployed over 36 months in support of Overseas Contingency Operations in multiple theaters from 2002 till present. He is a Master Aviator qualified in the OH-58C, UH-60A/L/M, MH-60L, and MH-60L Direct Action Penetrator aircraft. His awards and decorations include the Silver Star, Defense Superior Service Medal, Legion of Merit, and Air Medal (6). He has been awarded the Senior Parachutist Badge and the Combat Action Badge and is a graduate of Survive, Evade, Resist, Escape course and the Special Operations Aviation Training Course. He holds a Bachelor of Science in Communications from Norwich University, a Master of Arts in National Security and Strategic Studies from the Naval War College, and a Master's of Science in National Security Strategy from The National War College.

BG Braman is a lifelong Boston sports fan and has 2 sons, Gavin (15) and Kellen (13).

BE ALL YOU CAN BE.

[GOARMY.COM](https://goarmy.com) →