

DISTINGUISHED MEMBER OF THE PSYCHOLOGICAL OPERATIONS REGIMENT



**COMMAND SERGEANT MAJOR
ROBERT S. GROOVER**
U.S. Army, Retired

Inducted November 3, 2022



Command Sergeant Major Retired Groover hails from Orlando, Florida. He entered the U.S. Army in 1994. His initial enlistment was with the 20th Engineers at Fort Bragg, North Carolina. His first exposure to Psychological Operations was in 2000, when he was assigned as an Intelligence Analyst to the 1st Psychological Operations Battalion. He reclassified in 2003 as a Psychological Operations Specialist.

In 2004, his first assignment was as a Detachment Sergeant, in which he led his detachment during the “Surge” in support of Operation Iraqi Freedom. It was during this phase of Operation Iraqi Freedom, that he endured the loss of several team members. Which led to his passion and devotion for the advocacy and support to the Psychological Operations Regiment; outreach to Gold Star families; the Institutionalized Professional Development School Award Memorialization; the Regimental Hallway, where honors are paid to our fallen; and the efforts to create a local chapter of the Psychological Operations Regimental Association.

During the height of the Counterdrug Operations in 2006, then-Sergeant First Class Groover served in the 1st Psychological Operations Battalion, responsible for teams operating across Central and South America. His efforts and leadership unquestionably impacted the role Psychological Operations played in the eventual fall of the Marxist-Leninist Guerrilla Group, “The Revolutionary Armed Forces of Colombia”. The effects of interagency cooperation reduced illicit drug trafficking and drugs from entering the United States.

He was specially selected to serve as a First Sergeant in Delta Company, 9th Psychological Operations Battalion in support of Combined Joint Special Operations Task Force-Arabian Peninsula. His extensive experience and resolve enabled his tactical company, stationed out of Ballad, to support the Naval Special Warfare teams to counter ISIS in the East, North and West.

As a Sergeant Major, he used his vast experience in multiple areas of responsibility and in all levels of command to increase the impact of the only Psychological Operations Tactical Battalion across two active combat zones, Iraq and Afghanistan. Command Sgt. Maj. Groover redesigned his battalion into a task organized force to meet the Central Command and Special Operations Command central mission requirements.

He optimized the Army Force Generation Training Cycle to synchronize a reduced training window with other SOF entities, which enabled a holistic approach to pre-deployment training.

In retirement, Command Sgt. Maj. Groover has worked tirelessly in standing up a local chapter of the Psychological Operations Regimental Association at Fort Bragg, North Carolina. He was the driving force behind the Psychological Operations Regimental Hallway, which is in the Colonel Jeffrey B. Jones Building on Fort Bragg, North Carolina.

Command Sgt. Maj. Robert “Shawn” Groover’s impact on the Psychological Operations Regiment during his Army Career in uniform, and arguably, even more impactful as a retiree, continues to influence thousands of Psychological Operations Officers, NCOs and Soldiers.