



*We specialize in navigating the complicated and hyper-competitive process of winning business in Federal, State, Municipal, and Public sector markets*

## Capability Statement

Richard Wagner & Company (RWCO) is a business strategy, business development, and proposal consulting firm headquartered in the Washington, DC metropolitan region. The Company was founded in 2009 to help organizations navigate the complicated and hyper-competitive process of winning business in Federal, State, municipal, public sector/regulated, and overseas markets. Since its inception ten years ago, RWCO has forged a track record of delivering superior value to its clients.

For the year ending in 2020, RWCO clients enjoyed a win rate of approximately 74.5%, and aggregate client contract wins totaling more than 155 billion dollars at all levels of Government and from multiple business-to-business contract wins.<sup>1</sup>

Our clients have the advantage of access to a broad range of services beyond just proposal writing or business development, such as strategy, operations planning, capture, and market development. We

<p><b>CLIENT – FOCUSED</b></p> <p>RWCO ensures that the client will have a single, consistent point of contact across all project engagements.</p> 	<p><b>FFP PROJECT FEES</b></p> <p>RWCO uses a firm fixed price (FFP) project quote to provide a complete project fee against defined tasks.</p> 
<p><b>AUDITED WIN RATE</b></p> <p>We conduct an annual audit of project engagements of our client's wins and losses. We evolve our practices to ensure continued client success.</p> 	<p><b>PROCESS – DRIVEN</b></p> <p>RWCO utilizes proven processes in business development, proposal operations, capture, and client support.</p> 
<p><b>PROJECT TEAMS</b></p> <p>RWCO provides a dedicated project team that is tasked to client projects rather than a rotating door of ad-hoc consultants.</p> 	<p><b>GLOBAL CAPABILITIES</b></p> <p>Through our professional relationships worldwide, our clients get access to foreign markets, establish overseas operations, and partner with in-country experts.</p> 

pride ourselves on having the client's perspective.

### RWCO Client Services

RWCO works with clients to determine their specific needs for winning business. This includes market development, strategic advisory, opportunity capture, proposal development, and marketing. We can work independently or augment existing client staff resources to ensure the quality and impact of the end product. We

<sup>1</sup> RWCO engages Reinhart and Associates, a CPA, to conduct an independent audit of project activity, to include wins and losses.

are highly capable in the proposal disciplines of management, development, writing, and review. We provide extensive experience and expertise in the functional areas of market development, business development, compliance, capture research, competitive assessment, technical writing, pricing and strategy.

RWCO has 3 core practice areas in which a diverse collection of services are deployed on behalf of clients worldwide:



*"We continue to work with Richard Wagner and Company because we like their focus on results. Their knowledge of the industries served, along with the staff's level of expertise, has helped us attain significant and consistent revenue over time. They have become a trusted partner that consistently provides measurable and impactful returns on our business development investments."*

**Peter Curry, Colonel, U.S. Army (Ret.)  
CEO, Managing Member, DAR Partners, LLC**



**PROPOSAL SUPPORT**

- Proposal Writing & Compliance
- Color Reviews
- Multiple Award Schedules
- AbilityOne Programs
- BPAs/IDIQS/GWACS/Sole Source
- Labor category pricing
- FFP/T&M/Cost+ Pricing Support
- Contract modifications, equitable adjustments

“...amazing ability to listen to the subject matter experts and then write easily understood proposal language that is highly technical in scope.”

**Jeff Penny, Vice President,  
Gate Logic Security**



**CAPTURE SUPPORT**

- Target opportunity capture
- Set-Aside eligibility certification
- DFAR/FAR/Service Contract Act (SCA) Compliance

“...ruthless capture, you want RWCO on your side. IT solutions, logistics, security, health care, telecommunications, infrastructure.”

**Andrea Hurtado-Mejia  
President, GCG, Inc.**



**BUSINESS DEVELOPMENT**

- Target opportunity capture
- Set-Aside eligibility certification
- DFAR/FAR/Service Contract Act (SCA) Compliance
- International Markets

“...understanding and knowledge of a wide variety of fields and disciplines result in an extraordinarily level of business acumen.”

**Shelley Spector, President  
Spector Corporate Communications**

## RWCO Experience and Expertise

RWCO's expertise includes: GSA schedules, applications, and modifications; SBA program participation and compliance; proposal development (all proposal types); proposal writing/management; opportunity capture and business development; and strategic contract approaches that include establishing Mentor/Protégé structures and Joint Ventures.

The Company has led business development and proposal initiatives for many leading businesses of all sizes, including SBA 8(a) companies, Service-Disabled Veteran Owned Small Businesses (SDVOSB), HUB-Zone, minority-owned small businesses, and medium to large companies. The Company has direct experience and contract wins across every agency of the Federal Government, including the Department of Homeland Security, Department of Defense, Department of State, Department of Energy, Department of Transportation, Department of Veterans Affairs, Department of Health and Human Services, and the intelligence community. RWCO's experience includes the following *(not exhaustive)*:



## RWCO Leadership Group

RWCO is led by Mr. Richard Wagner, the firm's founder. Mr. Wagner has more than 25 years of direct business development, corporate strategy, and proposal development experience, having served in senior leadership positions with multiple, publicly-traded Government contractors. Mr. Wagner serves as the primary consultant for all contract services. RWCO is further supported by an Advisory Board that serves as a sounding board for the Company in matters of specific and timely interest to RWCO clients.



*"Their capture skills are amazing. We utilized RWCO for several key re-competes in a highly competitive marketplace. RWCO was 5 for 5; we won everything they touched."*

**Leonard Cabrera**  
President and CEO, Crescent Resources, LLC

## RWCO Consultants

All RWCO Consultants and Advisors have the education, credentials, expertise, and experience to provide the highest level of service to our clients. Complete bios are available on our [website here](#).