



## CORPORATE CAPABILITIES | 2023

RWCO is a business strategy, business development, and proposal consulting firm headquartered in the Washington, DC metropolitan region.

The firm 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.

### We Build Capability, Not Dependence

For the year ending in 2022, RWCO clients enjoyed a win rate of approximately 73%, and aggregate client contract wins totaling more than \$206B (USD) at all levels of Government and from multiple business-to-business contract wins.<sup>1</sup>

### CORE ATTRIBUTES & DIFFERENTIATORS



#### Client-Focused

RWCO ensures that the client has single, consistent point of contact across all project engagements.



#### FFP Project Fee

RWCO provides firm fixed project quotes to the Client so that the Client has cost awareness prior to signing on to any project.



#### Process-Driven

RWCO utilizes proven, measurable processes to ensure service consistency and allow for systems that improve RWCO's ability to support the Client.



#### Project Teams

RWCO provides a dedicated project team that is tasked to client projects rather than a revolving door of ad-hoc consultants.



#### Audited Win Rate

73%  
2022

RWCO invests considerable resources to ensure performance at the highest level. We conduct an annual audit of project engagements and examine our wins and losses. We evolve our practices to ensure continued client success.



#### Global Capabilities

Through RWCO's network of staff at various export assistance centers across the globe, we enable clients to access foreign markets, establish overseas operations, and partner with in-country experts to expand their businesses.

DRIVEN BY RESULTS | GUIDED BY PROCESS

### RWCO Client Case Example



PM Consulting Group (PMCG), a Maryland-based firm that delivers international development, advanced healthcare solutions, and mission support services to Federal and State government clients, was named to the 2022 Washington Technology's Fast 50-Fastest Growing Small Business Contractors. PMCG engaged RWCO in July 2021 to oversee and facilitate a business development process that included capture, proposal writing, pricing, and strategic planning support for the public sector. PMCG made its entry into the Fastest 50 for the first time in its corporate history and had a *compounded annual growth rate of 163.8%*. The ranking may be found at <https://washingtontechnology.com/rankings/fast-50/2022>. The firm also achieved a ranking of #2 in the Baltimore Business Journal's Fast 50 List for 2022.

**Point of Contact:** Walter Barnes II, President - PM Consulting Group

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

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 pride ourselves on having the client’s perspective.



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

### 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 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 three (3) practice areas in which a diverse collection of services provided on behalf of clients worldwide:



**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

“...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.

## RWCO Consultants

All RWCO Consultants have the education, credentials, expertise, and experience to provide our clients with the

*"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."*



**CRESCENT  
RESOURCES**

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

***Richard Wagner, Chief Consultant and Managing Director***

Mr. Wagner brings more than 25 years of diverse, cross functional experience and expertise in the areas of proposal writing, proposal management, business processes, capture, pricing and acquisitions. As an experienced business development professional, he is well versed in Federal Acquisition Regulations, Defense Federal Acquisition Regulations (DFAR), and compliance requirements associated with GSA and SBA contracting environments. Mr. Wagner received his MBA from The American University, Kogod School of Business and his MA, with distinction, from The American University, School of International Service. Mr. Wagner completed his undergraduate at Mercyhurst College, graduating with a Bachelor of Arts, cum laude.

Email: [RJWagner@RichardWagnerCo.com](mailto:RJWagner@RichardWagnerCo.com)

***Bob Kubik, Financial Analyst and Pricing Consultant***

Mr. Kubik has extensive experience in cost analysis, strategy, and pricing; he has more than 25 years of contract price development experience. Mr. Kubik has overseen large scale price/cost models, budgets, and forecasts for domestic and foreign contract operations in the domains of environmental service, security operations, information technology, logistics, and professional services. He has expertise in financial analysis, DCAA audit compliance, and accounting, and financial planning. He is an expert in federal (FAR) and state level regulations and guidelines. His industry knowledge spans a wide array of industries. His undergraduate degree is from the University of Buffalo.

Email: [BKubik@RichardWagnerCo.com](mailto:BKubik@RichardWagnerCo.com)

**RWCO Advisory Board**

RWCO has established an Advisory Board of seasoned executives in the domains of pricing/finance, compliance, strategy, business development, and proposals. The core mission of the Advisory Board is to directly support RWCO in client services in the event questions or unique challenges arise in support of our clients. Each member of the Advisory Board has more than 25 years of direct executive experience in the Government domain.

***Larry Mocniak, RWCO Advisor***

Mr. Mocniak has more than four decades of providing leadership in the Government domain. His experience includes information technology, engineering, oil and gas, physical security, energy, and international development. He has served in numerous senior executive leadership roles in the Federal Government contracting environment. He currently serves in multiple consulting roles in the nuclear energy industry.

***Dr. John "Pat" Philbin, RWCO Advisor***

Dr. Philbin has more than 25 years of experience in the Federal Government in the areas of congressional affairs, public and international affairs, organizational and business development and transformation, change management initiatives, and innovative leadership with top-level, senior Government officials and company executives. His experience includes crisis communication, media relations, employee communications, reputation management, and strategic planning. Dr. Philbin currently serves as a member of Homeland Security Outlook's Advisory Board and as a member of Firestorm Solutions Expert Council.

***Angelo Baskaran, RWCO Advisor***

Angelo Baskaran has more than 30 years of global development and business operations experience in both the Federal marketplace and regulated industries, to include oil/gas/renewable energy. While working all over the world, he has increased revenue, improved corporate finances, and negotiated complex transactions for diverse companies. He is an expert in strategic planning, managing change, and driving results. He brings a wealth of expertise and experience that spans IT, management consulting, merger/acquisition, medical services, professional services, and design/build/engineering. Mr. Baskaran has operated

businesses across the globe and has raised capital and built organizations that have stood the test of time. Mr. Baskaran served Chief Financial Officer at Meridian Petroleum PLC (now President Energy PLC), a London Stock Exchange listed international oil and gas company. He has vast experience in oil and gas and private equity as well as trading derivative hedge funds in global commodities markets. He currently manages a private office global macro hedge fund. Mr. Baskaran was a member of the Board of Directors of London Court Limited since 1990 to 2018 a UK based merchant bank. He has served as Vice president of MBf Asia Capital Corporation, a financial services company in Hong Kong until 1996 as held the role of Vice president of The Chart Group LP, a private equity and hedge fund firm in New York from 1998. Mr. Baskaran's experience is backed by a solid education. He holds a Masters in Foreign Service from Georgetown University, a MBA in Finance from CASS Business School, and an ACA- UK CPA- from the Institute of Chartered Accountants in England & Wales. He is a part of the Institute of Chartered Accountants (US Chapter) and the UK/US Trade Association.

***Kenneth Kasprisin, RWCO Advisor***

Kenneth S. Kasprisin is currently a Senior Fellow with the University of Minnesota's Technological Leadership Institute where he teaches graduate courses in Critical Infrastructure Protection, Risk Management, and the Laws, Policies and Ethics of National Security Decision Making. He is also one of three Directors (Board of Directors) that oversee the performance and growth of a mid-size security company. Previously, Ken served as a Director for Business Development and as the Senior Vice President for Aviation Security Services for Akal Global. Prior to joining Akal and the University of Minnesota, Ken served in the Transportation Security Administration, Department of Homeland Security (TSA/DHS). He was initially sworn in as a Federal Security Director in 2002 and held a series of key leadership positions to include Deputy Area Director, Area Director, Acting Assistant Administrator for Aviation Operations, Acting Chief Operating Officer, Deputy Administrator and as the Acting Assistant Secretary for the Department of Homeland Security and Administrator for the Transportation Security Administration. Upon his retirement from active duty, Colonel Kasprisin received a Presidential appointment as a Regional Director for the Federal Emergency Management Agency. Shortly after the terrorist attacks of September 11, he was appointed Associate Director responsible for FEMA's Readiness, Response and Recovery programs. Colonel (R) Kasprisin served in the Army for over 26 years in a variety of Infantry and Engineer assignments. He served with the 7th Infantry Division, 24th Infantry Division, 2nd Infantry Division, and the 1st Battalion, 75th Infantry Rangers. Ken graduated with a Bachelor of Science degree from the United States Military Academy at West Point and holds a Master of Science degree in Civil/Structural Engineering from Carnegie Mellon University.