



## Capabilities 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 navigate the complicated and hyper-competitive process of winning business in Federal, State, municipal, and public sector/regulated markets. Since its inception, RWCO has established a track record of delivering superior value to its clients. For the year ending in 2017, RWCO clients enjoyed a win rate greater of approximately 71% and client contract wins totaling more than \$2.51 billion dollars at all levels of Government and from multiple business-to-business contract wins.<sup>1</sup>

### Core Differentiators

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. Our core differentiators:



**Client focused, always:** We take pride in the consistency of our workforce and ensure that a client will have a single, consistent point of contact across client engagement so that our proficiency in serving the client grows in tandem with our relationship. We offer a dedicated project team that is tasked to client projects rather than a rotating door of ad-hoc consultants.



**Project fees with the Client's ROI in mind:** We utilize a firm fixed price (FFP) project quote model in which we provide a complete project fee/rate against a defined set of tasks. That way, the client knows with absolute certainty the cost of responding to the RFP or commissioning a project and can weigh that factor as they evaluate a go/no go or bid/no bid decision.



**Verifiable win rate by an independent 3rd party:** We take the notion of "winning" very seriously and invest considerable time and resources to ensure we are performing at the highest level. We conduct an annual audit of project engagements in which we examine our client's wins and losses. We evolve our practices to ensure continued client success.

### RWCO Client Services

RWCO works with clients to determine their specific needs for winning business. This includes opportunity capture, proposal development, and marketing. We can work independently or we can 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 capture research, competitive assessment, technical writing, compliance, pricing and strategy. RWCO provides the following services:

- Proposal Services
- Multiple Award Schedule Applications
- Capture and Pipeline Development
- Business Development and Strategy
- Pricing Services
- Contract Compliance

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

### ***Proposal Services***



Our proposal services include proposal writing in response to Requests for Proposals (RFPs) and other contract solicitations. We have extensive experience in managing complete proposal response efforts including the design of technical, past performance, solution, pricing, and management volumes. We have attained a win rate greater than 70 percent (audited results are available on request).

### ***Multiple Award Schedule Applications and AbilityOne Programs***



Our Multiple Award Schedule (MAS) application services are based on a multi-phased approach to the design, construction, and submission of schedules and eligibility applications. We are experts at submissions to the Department of Veterans Affairs, the General Services Administration, the Small Business Administration, and other Federal, State, and commercial procurement authorities.

### ***Capture and Pipeline Development***



We provide research, planning, and coordination capabilities targeted to specific, client-defined industries. Our capabilities include on-site participation in procurement and industry events, competitive assessments, and market research and often include a specialized focus for identified bid opportunities. We have developed a robust system of alerts and databases that provide real-time awareness of public sector procurements.

### ***Business Development and Strategy***



We support the business development needs of our clients by assembling resources and capabilities that complement the assets of our clients. We build relationships that strengthen our clients and enhance their probability of winning through teaming, joint ventures, and subcontracting initiatives that are strategic and add value.

### ***Pricing Services***



We provide our clients with experienced pricing resources that have expertise across a wide variety of contract types including Firm Fixed Price (FFP), Time and Materials (T&M), Cost Plus (Cost+), and award-fee driven contracts. Our capabilities include pricing support for Blank Purchase Agreements (BPA), Government-wide Acquisition Contracts (GWACs), Multiple Award Schedule (MAS) vehicles, and project-specific task orders.

### ***Contract Eligibility, Administration, and Compliance***



Our client support includes positioning clients for participation in the specific socioeconomic programs for which they are eligible. This includes the SBA's 8(a) program and other Federal and State government-wide designations, programs, and certifications. Taking into account the limited resources and experience of most small businesses, we provide a cost-effective, efficient support solution to facilitate small businesses' navigation of these specialized programs.

### ***Project Management and Quality Control***



We provide subject matter expertise for the support of Client operations at both the contract and site levels of the operation, as requested by the client, to augment Client capabilities, infrastructure, resources, and expertise.



### ***Training and Executive Education***

Our consultants provide on-site and classroom training to client audiences in a manner that delivers the knowledge, skills, and processes necessary to drive growth. Our training programs include case examples and practical application across a diverse range of business development subject matter.



### ***Foreign Market Business Development***

Through our professional relationships with various export assistance centers across the globe, we enable our clients to access foreign markets, establish overseas operations, and partner with in-country experts to expand their business.

## **RWCO Experience and Expertise**

The Company has direct and recent experience and contract wins in nearly 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 core areas of focus include the following:

- Information Technology
- Logistics
- Environmental Services
- Design/Build Construction
- Physical Security - Systems and Personnel
- Professional/Administrative Services
- Training Programs and Planning
- Value Added Reseller (VARs)
- Engineering Services
- Telecommunications
- Facilities Management
- Records Management
- Healthcare Solutions
- Advertising and Integrated Marketing Services
- Real Estate Services
- Financial Support Services and Analytics

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 businesses.

## **RWCO Leadership Group**

RWCO is led by Mr. Richard Wagner, the firm's founder. Mr. Wagner has more than 18 years of direct business development, corporate strategy, and proposal development experience, having served in senior leadership positions with multiple, publically-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 the highest level of service to our clients. Complete resumes are available on request or at our Web site: RichardWagnerCo.com.

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

Mr. Wagner brings more than 18 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*.

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***Cameron Collins, Lead Consultant***

Mr. Collins is a proposal writing and management veteran with more than 15 years of progressive experience in the Government contracting industry. Mr. Collins has managed highly technical proposal efforts that have resulted in landmark wins for the organizations he worked with. He is experienced in all elements of RFPs, RFIs, task order proposals, pipeline development, FAR requirements, capture management and proposal management. Mr. Collins has an undergraduate degree from Baylor University.

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***Lydia Rodriguez, Senior Consultant***

Ms. Rodriguez has more than twenty (20) years of proposal writing, proposal management, and business development experience. She has managed business development processes and proposals for opportunities in both the United States and abroad. Mr. Rodriguez has an established track record of success across all function domains of the proposal process, to include planning, scheduling, and managing all aspects of state and/or federal government proposals, including inputs on strategy development, technical solutions, and cost strategy.

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***Yasmin Naficy, Consultant***

Ms. Naficy is a professional writer, producer, business development specialist, and scientific analyst, consulting for clients that include NASA, The White House, NIH, the U.S. Department of State, U.S. Congress, and USAID. She earned her Master of Science degree in the United Kingdom. Ms. Naficy has experience as a project manager and chief writer and has led technical proposal efforts that have secured multi-million and multi-billion dollar contracts for the world's most successful private sector companies.

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***Robin Futch, Managing Director of RWCO Environmental (a division of RWCO)***

Robin has over 25-years of project and program management experience on a diversity of environmental consulting assignments in both the private and Federal sector. She has led programs focused on both Superfund Remedial Investigations/Feasibility Studies through to Remedial Design/Remedial Action and the development of CERCLA Site Exit Strategies, RCRA corrective action program



projects from RCRA Facility Assessments through to Corrective Measures, archeological surveys and cultural resource mitigation programs, and firm fixed price projects involving the implementation of remedial systems. Robin has a B.A. in Anthropology from the University of Florida, an M.A. in Archaeology from L.S.U. and a B.S. in Geology. Robin is a registered Professional Geologist in Georgia and Florida.

***Darlene Sigel, Lead Financial and Pricing Consultant***

Ms. Siegel has nearly 27 years of experience in finance and accounting and has been involved specifically in the defense and government services industries for 19 of those years. For nearly half her career, Ms. Siegel served as the Vice President of Service Delivery for an outsourcing agency serving fortune 500 clients throughout North America, which included customer service, inbound and outbound sales, order processing, fulfillment processing, and operations management in the telecommunication industry. Her credentials include a Bachelor's of Accounting from Christopher Newport University, Masters of Business Administration (MBA) from Old Dominion University, as well as accreditation as a Certified Public Accountant (CPA) in Virginia and Maryland.

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

Mr. Kubik has extensive experience in cost analysis, strategy, and pricing; he has more than 22 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.

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## **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.

***Frank E. Skroski, III, RWCO Advisor***

Mr. Skroski has an extensive background in government procurement, operations, and training programs, overseeing large teams and multi-million dollar budgets. He served more than 25 years with the U.S. Marshals Service and has served in other senior roles at the national level including Chief/Assistant Director of Training at the Federal Law Enforcement Training Center (FLETC), Chief/Assistant Director of the Protective Services Division in Washington, DC, and a key leadership role at the Transportation Security Administration (TSA). He holds an undergraduate degree from the University of Maine.

***Richard Tallman, RWCO Advisor***

Mr. Richard Tallman has an extensive background in strategy, Government contracting, and business development. Mr. Tallman has significant experience in business development and in all facets of business development and new business captures. He has worked as a senior business development executive with multiple Government contractor organizations and served as a staff investigator on the House Commerce Committee's Oversight and Investigations Subcommittee and on the Senate Governmental Affairs Oversight Subcommittee.

***Larry Mocniak, RWCO Advisor***

Mr. Larry Mocniak's 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. John "Pat" Philbin's has more than 25 years of experience in the U.S. 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. Mr. Philbin currently serves as a member of Homeland Security Outlook's Advisory Board and as a member of Firestorm Solutions Expert Council.

## **References and Statements of Endorsement**

RWCO – through a disciplined focus on quality, precision, and customer needs – has forged a sterling reputation for winning business on behalf of clients. The Company takes great pride in its win percentage, which is a direct result of applying the experience and expertise of its leadership and Advisory Board to the specific procurement requirements associated with client capabilities, the competitive landscape, and market drivers. RWCO wins business for its clients because the Company consistently develops targeted bid strategies that drive precise capture efforts and deliver fully-compliant and compelling proposals to the target audience, whether in the Government or Commercial sector.

### **Contact Information**

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