

# PotomacWave Consulting

## TRANSFORMATION favors the BOLD



**C H A N G E**

PotomacWave is an award-winning woman-owned business with a reputation for excellence in leading high-stakes, technically complex programs across the Federal Government. Comprised of a diverse group of qualified professionals, we are problem solvers and we are doers. We partner with our customers to understand their unique missions and then tailor our solutions to address their current and evolving needs.

### Our Capabilities

#### Management Consulting

- ❖ Project/Program/Portfolio Management
- ❖ Strategic Planning
- ❖ Business Process Improvement
- ❖ Performance Management
- ❖ Policy Analysis/Development
- ❖ Strategic Communications and Marketing
- ❖ Stakeholder Engagement
- ❖ Training

#### Technical Operations

- ❖ Systems Engineering and Technical Assistance (SETA)
- ❖ Tech to Market Analysis and Support Services
- ❖ Engineering, Logistics, and Intelligence Analysis
- ❖ Research and Development Support Services
- ❖ Maritime Domain Expertise
- ❖ Exercise Development and Facilitation

#### Business and Technology

- ❖ IT Project/Program Management
- ❖ IT Strategy and Governance
- ❖ Agile Methodology and Coaching
- ❖ Data Management
- ❖ Data Analytics
- ❖ Systems/Software Development Lifecycle (SDLC)
- ❖ Capital Planning and Investment Control (CPIC)
- ❖ Microsoft SharePoint & Other Collaboration Tools

#### Defense Health

- ❖ Project/Program/Portfolio Management
- ❖ Medical Simulation Technologies and Training
- ❖ Research and Development Support Services
- ❖ Scientific and Technical Support Services
- ❖ Logistical Support Services

#### Credentialed and Cleared Workforce

>90% of our workforce hold clearances  
>75% hold Secret or higher clearances  
Certifications include, but are not limited to: PMP, Agile, Lean Six Sigma, CISSP, DBA, MCITP, MCTS, CPA, CGFM, CIA, CMA, CFM, ITIL, CSM, CSPO, SGP, SQL, CDFM, and CRC

#### Contract Vehicles

FEMA FIMA ePMO BPA	Treasury OneARC
GSA OASIS GWAC Pool 3 SB	DHA Omnibus IV
GSA MAS	GSA IT 70
GSA ASTRO—Maritime Pool	DOE NNSA TEPS BPA

#### NAICS Codes

541211: Offices of Certified Public Accountants  
541219: Other Accounting Services  
541330: Engineering Services  
541511: Custom Computer Programming Services  
541512: Computer Systems Design Services  
541513: Computer Facilities Management Services  
541519: Other Computer Related Services  
541611: Administrative, Management, and General Management Consulting  
541613: Marketing Consulting  
541614: Process, Physical Distribution, and Logistics Consulting Services  
541618: Other Management Consulting Services  
541620: Environmental Consulting Services  
541690: Other Scientific and Technical Consulting Services  
541715: Research and Development in the Physical, Engineering, and Life Sciences  
541990: All Other Professional, Scientific, and Technical Services  
611430: Professional and Management Development Training  
336611: Ship Building and Repairing

#### Let's Talk!



CarrieAnne Aaron  
CEO and President  
571-722-2420  
CAaron@PotomacWave.com



James Nguyen  
Vice President of Client Delivery  
703-395-8491  
JNguyen@PotomacWave.com



Stacy Baxter  
Director of Business Development  
703-205-7632  
SBaxter@PotomacWave.com

# Technical Operations

Our analysts provide technical and scientific expertise to deliver situational awareness and help combat threats at home and abroad.



## The PotomacWave Difference

PotomacWave is proud to offer our clients world-class subject matter expertise in support of some of the Government's most complex and critical missions. Our project leaders and employees share two key attributes: an unmatched ability to articulate complex, technical data to non-technical audiences; and a sincere passion for delivering dedicated support to drive our clients' mission success. PotomacWave believes that a "high-touch" approach and frequent and open lines of communication are an integral part of developing and sustaining an effective relationship with our clients.

## Key Considerations and Factors for Success

PotomacWave leverages the firsthand experience and expertise of our deep bench of technical specialists to get the job done right. Our Strategic Communications experts work collaboratively with our subject matter experts to craft client-specific messaging leveraging relevant channels and platforms to highlight high-visibility initiatives and engage stakeholders across the country at local, state, and national levels. Our consultants offer the proven ability to thrive in high-stress, fast-paced environments that demand uninterrupted mission support. PotomacWave will deliver the right expertise at the right time to meet each of our clients' unique requirements and missions across multiple sites and client organizations.

## Our Valued Customers



FEMA



## Client Sample Engagements

### U.S. Department of Energy (DOE), Office of Intelligence and Counterintelligence (IN)

PotomacWave provides management, organizational, and administrative support services to the DOE's IN. IN supports U.S. national security policymakers by providing timely and actionable strategic intelligence analysis, cultivating and encouraging the intelligence capabilities and contributions of DOE's technical, analytical, and research expertise applicable to the nation's most difficult technical intelligence challenges. We deliver executive-level, facility, security, and intelligence analysis support to meet IN's national security mission.

### Department of the Treasury, Office of Cybersecurity and Critical Infrastructure Protection (OCCIP)

PotomacWave supports OCCIP with creating, facilitating, and implementing a cybersecurity and physical incident exercise program. Our work includes developing exercise scenarios to test key incident response processes in the context of core financial sector functions. This involves coordinating meetings with external stakeholders, drafting and tracking plans, developing exercises to test strategic coordination mechanisms and drills, serving as a facilitator during exercises, identifying and capturing lessons learned, identifying technical capabilities for testing, and developing plans and procedures to capture incident response processes.

### FEMA, Federal Insurance and Mitigation Administration (FIMA), Risk Management Directorate (RMD)

PotomacWave supports FEMA's FIMA RMD with the development and implementation of an agency-wide strategy to coordinate activities that will advance the adoption and enforcement of hazard-resistant building codes and standards for FEMA programs. Our work includes strategy and implementation plan development, thought leadership, meeting facilitation, stakeholder management, policy influence, metrics development, performance management, communications, and outreach.

## Services We Provide

- ✓ Executive Administrative Support
- ✓ Knowledge Management
- ✓ Media Relations
- ✓ Training and Curriculum Design
- ✓ Exercise Design
- ✓ Exercise Facilitation
- ✓ Policy Analysis and Development
- ✓ Intelligence Analysis



Danita Stewart  
Director  
571-276-1948  
DStewart@PotomacWave.com

*"The contractor supplied our program with superbly qualified, professional personnel, and we were extremely pleased with the high level of support they provided."*  
– U.S. Army Medical Research and Materiel Command