

# PotomacWave Consulting

**RESILIENCY** favors the **BOLD**



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 DAWIA

## Contract Vehicles

FEMA FIMA ePMO BPA      Treasury OneARC  
GSA OASIS GWAC Pool 3 SB      DOE NNSA TEPS BPA  
GSA ASTRO—Maritime Pool      GSA MAS  
DHA Omnibus IV—Market Segment 2 (Research and Development Support Services)—SB/WOSB

## Relevant NAICS Codes

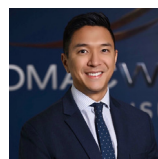
541611: Administrative, Management, and General Management Consulting  
541613: Marketing Consulting  
541618: Other Management Consulting Services  
541990: All Other Professional, Scientific, and Technical Services

611430: Professional and Management Development Training Services  
541330: Engineering Services  
541620: Environmental Consulting Services  
541690: Other Scientific and Technical Consulting Services

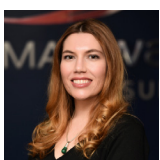
## Let's Talk!



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



Jared Bennici  
Director of Business Development  
202-845-6470  
JBennici@PotomacWave.com

# Management Consulting

We seamlessly adapt to your operating environment and offer recommendations and solutions that unite people and processes for optimal results.



## The PotomacWave Difference

PotomacWave is a capable and proven prime contractor that specializes in delivering innovative management consulting services through our seasoned team of experienced professionals. Our staff implements industry best practices while ensuring that organizations operate efficiently and effectively through our mature management processes that are based on industry best practices and principles such as the Project Management Institute (PMI), Agile, ISO 9001:2015, and Capability Maturity Model Integration (CMMI). Our management philosophy reflects our commitment to quality and understanding of our client's environment, mission, challenges, and objectives.

## Key Considerations and Factors for Success

PotomacWave has a demonstrated track record of managing projects across the Federal Government, where we have refined our approach to emphasize agile delivery and collaboration within our staff and with client counterparts. The foundation of our management approach is our PMI methodology, built on the foundation of the PMBOK®. This methodology, accepted throughout the public and private sectors, defines how we manage each aspect of delivery, from initial scope definition through operationalization.

## Our Valued Customers



## Client Sample Engagements

### FEMA, Federal Insurance and Mitigation Administration (FIMA), Federal Insurance Directorate (FID)

PotomacWave assists FID in identifying and implementing project and program management best practices to enhance mission accomplishment. After analyzing specific business systems and processes, PotomacWave develops tools, templates, and methodologies for adoption. We also create training materials and conduct training sessions to enhance understanding and assure that these practices are repeatable and predictable.

### FEMA, FIMA, Bipartisan Infrastructure Law Program Office (BIL PO)

PotomacWave provides program management, strategic outreach and communications, performance monitoring and evaluation, and data analytics and reporting support to the FEMA BIL PO. We apply change management techniques to inform decision making, performance planning, and continuous improvement, with the goal of aiding the design of the BIL PO support structure to enable strategic implementation of BIL funding.

### U.S. Department of State, Administrative and Communications Support Services (ACSS)

PotomacWave provides comprehensive administrative and communications services to the Department of State's Bureau of Consular Affairs/Office of Consular Systems and Technology (CA/CST), including executive assistant and front office support, policy tracking and review, strategic communications planning, data visualization, content creation, and print and media deliverables. We support the organization's people-focused approach, adapting to evolving needs, assisting with the flow of information, and monitoring task flow and actions assigned to CST.

## Services We Provide

- ✓ Technical Writing
- ✓ Meeting Facilitation and Support
- ✓ Administrative Services
- ✓ Risk and Opportunity Management
- ✓ Process Development and Implementation Support
- ✓ Program, Project, and Portfolio Management
- ✓ Stakeholder Engagement and Communications
- ✓ Executive Communications and Speech Writing
- ✓ Strategic Planning
- ✓ Graphic Design
- ✓ Business Process Improvement



Marielena Faria  
Director  
703-205-7649  
MFaria@PotomacWave.com

*"PotomacWave is a trusted advisor, providing subject matter expertise when requirements have arisen and federal resources are not available to meet the need." – Department of Homeland Security*