



Capture and Proposal Management



Security Clearance

Some Entellect staff have active to DoD Top Secret

Affiliations

- Project Management Institute
- Association of Proposal Management Professionals
- National Contract Management Association (NCMA)
- AFCEA International
- AFCEA Small Business Committee Co-Chair Board Member
- AFCEA Mentor-Protégé Subcommittee Co-Chair
- Women in Public Policy Association
- ACES: The Society for Editing

Entellect Certifications

- Project Management Professional Certification (PMP)
- Information Technology Infrastructure Library (ITIL) Certification
- Certified Federal Contracts Manager (CFCM)-Certification

Entellect LLC's Capture and Proposal Management Services

are led by our founder and CEO, Ms. Tan V. Wilson, PMP. Ms. Wilson is an experienced and successful entrepreneur with more than 23 years of experience in business development and program management across Federal and commercial IT business sectors. With more than \$100B in contract wins, she brings her extensive management experience leading large project teams of diverse stakeholders from scientists to C-level executives to every effort.

Ms. Wilson has served as the Director of Federal Programs for an 8a Graduate, Minority- and Woman-Owned HUBZone, and Service-Disabled Veteran-Owned Small Business.



She was instrumental in establishing disciplined capture and proposal processes based on Shipley, Business Development Institute, and PMI's PMBoK Knowledge Areas.

Capture Planning and Proposal Services

Capture. We help companies target the right opportunity to deliver their greatest return on investment. Assessing and assembling the right people, processes, and tools, we help develop a comprehensive capture plan—the roadmap to successfully integrating the four critical factors required for a successful capture: Customer, Competition, Cost, and Capabilities.

During our opportunity assessment, we determine whether your company has vulnerabilities or risks. We then help mitigate these risks, possibly with strategic hires or by leveraging the right teaming partners. If necessary, we facilitate exploratory meetings with small and large business primes to deliver the greatest return on investment (ROI). This comprehensive capture planning is critical for success—to understand not only the customer, but also the contract requirements.

Proposal. With proven, streamlined Shipley methods, we assess or support your proposal process. This tailored process incorporates industry best practices for a successful outcome.

We consistently support the entire proposal process with seasoned proposal managers, coordinators, writers, editors, graphic designers, and color team reviewers. Our professionals are always available for those unexpected RFPs.

Capture and Proposal Services Available

- Opportunity Identification
- Bid/No-Bid Support
- Core Capabilities Analysis
- Statement of Work Gap Analysis
- Teaming Analysis & Subcontracting Support
- Black Hat Reviews
- Proposal Management, Writing, Editing, and Production
- Color Team Reviews
- Compliance Reviews
- Oral Presentation Coaching
- Process Improvement

Notable Accomplishments

- CDC AFRO (\$17.7M)
- CMS Cloud Feasibility Study (\$2M)
- USAID Financial Statement Audit Services
- NIH Business and BPSS-II IDIQ (\$45M)
- Census 2020 GPO Printing (\$115M)
- OASIS-SB Pools 1 – 4 On-Ramp
- NSF Polar Programs Cyber Security (\$9M)
- GSA VETS 2 GWAC (\$5B)
- VA VECTOR (\$25B)
- NRL ITD-SB IDIQ (\$245M)
- DHS S&T Financial Support Services (\$18M)
- DHA Health Artifact Information Management Solution (HAIMS)
- NRO Enterprise Assorted Services (EAS)
- JWAC Physical/Non-Physical Contract
- Army INSCOM Global Intelligence (\$2.6B)
- Army RS 3 IDIQ (\$37B)
- Army ITES-3S SB IDIQ (\$12B)
- USPS Air Cargo Network Contract (\$10.5B)
- SAMHSA Domains IV and V IDIQ
- NIH CIOSP3-SB and SDVOSB IDIQs (\$20B)
- DHS EAGLE II - SB
- DIA Solutions for Intelligence Support (SIS) IDIQ (\$20M)
- DOL Job Corps contract (\$3.5M)

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Strategic Growth and Business Development Management



Why Entellect:

We are a boutique firm specializing only in the GovCon space. Our full-service offering supports primarily small businesses to break through in a highly competitive market. We bring proven, relevant experience to bear on the problems many GovCons face, providing a one-stop shop for everything a GovCon needs to grow and thrive.

Available on a short-term or long-term basis, Entellect experts tailor their support to each client's needs. Their efforts for small GovCons have:

- Helped them transition from 8(a) program graduation and small business-size thresholds, shifting business service offerings to higher-margin, emerging technologies
- Aided the pivot from subcontracting to priming efforts
- Leveraged IDIQ and GWAC contracts for revenue-bearing task order wins.

We continuously monitor the Federal Government marketplace for important trends and opportunities, positioning our clients to achieve their growth goals.

Entellect LLC's Strategic Growth and Business Development Services

are led Ms. Tan Wilson, PMP. She brings over 23 years of experience in established



business development strategies to help small businesses develop and execute growth strategies. She tailors industry best practices to help small businesses scale, enter new markets, team, convert from subcontracting to priming, refine their revenue streams to focus on more differentiated service offerings, and prepare for acquisition. In addition, Ms. Wilson's experience enables her work with C-level executives through business developers, capture managers, and proposal teams.

Strategic Growth and Business Development Services

We help Government Contractors develop and execute plans to grow, shaping support to meet each client company's individual needs. Our in-depth understanding of Government contracting and the market informs our provision to clients of the tools they need to supercharge their growth. Further, our tailored support gives smaller companies access to proven capabilities to succeed in the GovCon market.

Combined with Entellect's capture and proposal management services, our strategic growth and business development services enable Government contractors to develop and execute end-to-end, full lifecycle growth, from initial strategy development through bidding and winning work.

Entellect Proprietary Opportunity Pipeline Tool

Entellect has developed a scalable SaaS Pipeline Opportunity Tool, which seamlessly integrates with the Microsoft platform. Complementing our processes, it helps provide opportunity

identification, qualification, and capture services to build a sustainable pipeline of opportunities. Our patent-pending tool provides opportunity transparency across a company's organization to identify new bid opportunities—swiftly and thoroughly.

We subscribe to analytical decisions when making bid/no-bid decisions, which fosters objective and repeatable processes. Our analytics approach empowers your BD organization to target the right opportunity and agency with the most considerable impact on your firm's ROI. Our pipeline tool leads to a higher ROI for our clients within weeks—not months or years of implementation.

Strategic Growth and Business Development Services Available

- Strategic Planning
- Converting from Subbing to Priming
- Market Assessment
- Account Development and Management
- Opportunity Identification
- Pipeline Development
- Capture Planning, Management, and Training
- Strategic Teaming
- Contracts/Subcontracts Management
- Talent Management
- Mentor Protégé Arrangements
- Process Development

Notable Accomplishments

- GSA 8a STARS II and III
- Army RS 3 IDIQ (\$37B)
- Army ITES-3S SB IDIQ (\$12B)
- Army ITES-2S
- NIH CIOSP3-SB and SDVOSB IDIQs (\$20B)
- DHS EAGLE II - SB
- GSA Alliant 2 SB GWAC
- GSA VETS 2 GWAC (\$5B)

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Contracts and Compliance Risk Support Services

Entellect Experts Give Our Clients Peace of Mind:

Our Contracts Management support delivers best practices used by the largest GovCons, scaled to any sized company's needs. Our experts ensure compliance with solicitation requirements, contract performance requirements, audit support, and compliance with FAR and DFARS requirements. We have managed multi-billion-dollar contracts to simplified purchases, removing the mystery from the Federal contracting process.

We have mitigated and managed contract disputes, leveraging our thorough knowledge of the rules and requirements of Federal contracting to achieve favorable outcomes for our companies. Our SMEs have passed DCAA audits and understand how to maintain complete records that will pass audit cleanly.

Our subcontracts management expertise secures key teammates, mitigates disputes, and ensures compliant performance. Our work has helped our companies grow rapidly, with the contracting processes enabling company growth throughout.

Entellect's Contracts Support and Compliance Services

are led by our Director of Contracts Support and Compliance, Ms. Martha Ellison, CFCM. Ms. Ellison has 18 years of contracts management experience supporting large and small businesses across federal, state, local, and commercial areas. She assists small businesses in establishing contracts management systems tailored to their individual needs; leading, writing, and pricing cost volume proposals; contracts negotiation; contract administration; contract risk management; and contract compliance. These efforts are strongly supported by her extensive knowledge of the Federal Acquisition Regulation (FAR), Defense Federal Acquisition Regulation (DFAR), the Uniform Commercial Code (UCC), and the Contracts Management Body of Knowledge (CMBOK).



Ms. Ellison has served as Director of Contracts for a Woman-Owned Small Business (WOSB) in Northern Virginia, leading all contract, subcontract, and pricing efforts. She has recently provided expert contracts management consultant support to a Service-Disabled Veteran-Owned Small Business (SDVOSB) who ranked in *Inc.* magazine's 2019 Top 10 "Most Successful Companies in America" for Government Services. While there, she evaluated current contracts management processes and implemented recommended changes resulting in more efficient and streamlined practices. Also, she led multi-million-dollar pricing proposals contributing to the company's 3000% growth over the past three years.

Ms. Ellison brings a unique, enthusiastic, customer-focused approach to everything she does, always seeking solutions while avoiding roadblocks.

Contracts Support and Compliance Services

Supported by Entellect's capture and proposal management services and strategic growth and business development management services, our contracts support and compliance services enable our clients to develop, propose, and execute end-to-end, full lifecycle growth, from initial strategy development through bidding, winning, and executing work.

Whether you are a small business just starting out, a well-seasoned company seeking to establish more mature contracts management tracking, techniques, and approaches, or a company that needs contracts management support for proposal preparation, negotiation, or administration, Entellect can assist you. We'll meet to understand your current contracts management goals, then tailor a solution to your needs.

Contracts Support and Compliance Services Available

- Contracts Process Evaluation and Improvement
- Contract Reviews
- Contract Negotiations
- Contract Risk Identification, Management, and Mitigation
- Contract Compliance
- Contract Administration
- Subcontract Management
- Pricing and Pricing Strategy



Notable Accomplishments

- Contracts Lead on \$5B DISA DGS contract, supporting 15 simultaneous multi-million-dollar task orders—two over \$100M per year. Successfully passed two DCAA audits with no adverse findings
- Remedied the contract files of multiple small businesses, bringing them into a constant state of completeness and compliance. Supported rate variance claim that secured over \$500K in funds owed to one client

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Strategic Pricing and Business Operations Optimization Support Services



Entellect Experts Help Position Our Clients to Win In Competitive Markets:

Our strategic pricing and financial management services use industry-leading practices to strategically price proposals, operate contracts to achieve profitability goals, and forecast financial performance to ensure strong cash flow. We constantly monitor market conditions, strategies employed across the GovCon market, and buying patterns from major agencies and services—then synthesize that data to position our clients to win contracts in the most competitive environments.

For operational contracts, Entellect SMEs model financial performance, monitor performance versus plans, and position our clients to maximize the returns on their contracts. We build and recommend project financial management strategies that ensure efficient performance within fixed budgets, repair troubled programs, pass audits, and achieve customer satisfaction.

Entellect's Strategic Pricing Support Services

are led by Chief Pricing Strategist, Ms. Sonya Ford. Ms. Ford has 20 plus years of pricing and contract/subcontract management expertise supporting large and small businesses across public and private sector contracts. She specializes in developing competitive pricing strategies and cost volume for proposals across domains, contract types, from hybrid contracts to IDIQ vehicles, in a streamlined, efficient, and compliant manner using PMBoK, FAR, DCAA, GAAP processes, guidelines, and requirements. Ms. Ford is frequently requested to lead pricing for must-win opportunities for large and small businesses with quick-turn timeframes, subcontractor pricing support/analysis, revamping of financials for underperforming contracts, contract/subcontract administration, and development of strategic pricing for new divisions, contracts, or IDIQs with positive business impact.

Ms. Ford has served as a financial manager, contracts and pricing director, accounting manager, program manager, lead pricer, lead negotiator, and corporate VP for business operations at large and small GovCons. She brings a dedicated, customer-focused approach to everything she does with a solution-oriented dedication. With her pricing/contracts expertise, leadership, and technology understanding, she translates technical SME requirements into competitive pricing solutions for proposals. Her thorough understanding of the current labor market, bid tendencies of small and large GovCons, and the award trends among procuring agencies helps her position Entellect clients to propose realistic and winning prices.



Core Competencies

- Proposal Analytics and KPIs
- Process Development and Improvement
- Training and Leadership Development
- Change Management
- Organizational Change Management
- Key Account Management
- Cross-Functional Collaboration
- Reporting, Projections and Dashboarding

Pricing and Business Operations Support Services Available

- Proposal Pricing & Cost Volume Development
- Price To Win (PTW) for the current, incumbent, or new opportunities
- Competitive Pricing Analysis
- Contract/Subcontract Administration
- Financial Modeling – Estimates at Completion (EACs), Indirect Rates, Incurred Cost Submissions (ICS), Budgets, and Change Orders
- PMO/Portfolio Financial Management
- Client Program Financial Management Reviews
- Strategic Pricing Strategy
- Incurred Cost pricing expertise
- Cost/Price Negotiations Analysis and Support
- Subcontractor Rate Establishment and Price Negotiations

Notable Accomplishments

- Led pricing department for a company that grew from \$50M annual revenue to over \$660M revenue in four years
- Annually prices over \$4B in stand-alone contracts for large and small businesses
- Led, developed, and completed pricing efforts for all significant IDIQ vehicles and GSA Schedules including SIA II, DLITE II, Alliant 2, STARS III, INSCOM, OASIS, RS3, Encore 3, T4NG, GSA IT70, PSS, CIO-SP3, CIO-SP4, eFast, SeaPort-e, and more

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Executive Coaching



Why Entellect:

Entellect is a full-service business growth consultancy providing tailored business development and capture management services that large and small businesses need for smart, consistent growth.

Our subject matter experts (SMEs) represent highly technical, growing markets, producing more than 250 proposals, integrating market research and staff interviews to retain incumbent contracts, win new work, and pivot into new service areas. With decades in engineering, education, healthcare, finance, and management consulting, our SMEs offer a broad cross-section of industry best practices for capture and proposal management.

By customizing our support to provide clients with cost-effective, actionable processes, we help them swiftly achieve their goals—and position them with targeted strategies for success in new markets. Applying experience from the entire government procurement lifecycle—pre-marketing to contract close-out—we give our customers the fullest support for contract success in any sector.

Clients who work with us know that we strive to plan and manifest for them the approach that proves supportive and successful for Entellect itself: Intentional, self-aware leadership that fosters organizational excellence through effective communication, integrated structure, expanded perspective, and access to behaviors that support a company's purpose and performance. That's why Entellect offers **Executive Coaching** support for leaders at every level of corporate operations to build momentum towards strategic initiatives and confidence in daily decision-making.

We build our coaching services from an individualized baseline of each leader's strengths and opportunities. For executive leaders, we provide focused support that accelerates strategic insights from concept to reality, emphasizing operational agility in quickly evolving markets. We also provide early-career and established manager coaching to cultivate effective communication, integrated leadership, and performance monitoring to help their teams advance broader business objectives. In addition, we promote improvements in written, interpersonal, and public communication throughout our coaching to increase our clients' visibility as industry leaders.

We work side-by-side with our mentees through a **four-phase support model**, from initiation and assessment through goal setting and execution.

Initiation and Assessment. Our proven coaching approach begins with a preliminary strengths assessment to build self-awareness and establish measurable goals. Entellect coaches observe meetings and facilitate dedicated listening sessions to capture the organizational culture and company values.

Goal Setting and Execution. We effectively integrate those values and professional development goals into the coaching process—on all services—identifying and recommending emerging opportunities, potential risks, and procedural efficiencies to maximize our leaders' impact within the organization. With our guidance, mentees fully leverage all available company resources, staff talent, and client opportunities to deliver customer satisfaction and consistent growth.

Notable Accomplishments

- **How We Do It:** According to our clients, our "....thorough approach and winning attitude make it a joy to work with [Entellect]" and our services are "undoubtedly an asset to any company looking to improve its performance."
- **What They Say:** Our dedication to our customers' ongoing growth is reflected in their feedback, like this comment from a satisfied client who states that Entellect ".....delivers the right resources at the right time to every engagement."
"....Her support and advice, always delivered in a kind but plain-spoken way, was everything I could have asked for. As one of my mentors, she helped me accomplish in a few months what I thought was going to take me a year."
- **Our Leadership:** Of our CEO, a long-time client states, "....her ability to lead integrated project teams consisting of multiple disciplines and personalities is commendable. She works well under pressure and consistently delivers on the promise."
- **Our Results:** CEO Tan Wilson founded the AFCEA Small Business Committee's Mentor Protégé Program in 2018, successfully mentors small and mid-tier businesses, and frequently speaks at association and special interest groups such as Women in STEM.

EXECUTIVE COACHING FOUR-PHASE SUPPORT MODEL



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Strategic Staffing and Recruiting

Why Entellect:

When it comes to **Strategic Staffing and Recruiting**, we hired the best to help you do the same. With a strong background recruiting candidates with DoD clearances—Secret, Top Secret, SCI, Polygraph, Yankee White—Robert Hanks has provided direct or subcontractor support to agencies including DoD, DHS, DoJ, DISA, ONI, Army, EOP, WHCA, WHMO, EPA, and CENSUS.

He has filled roles for Information Assurance, Network/InfoSec, WAN Engineers, DBAs, App Developers, Contract Admin, Intelligence Analysts, and Project and IT Managers.

Wielding a purpose-built, well-maintained internal database of 20,000+ cleared candidates, augmented with skillful use of LinkedIn Premium, Indeed, Monster, Careerbuilder, GlassDoor, SimplyHired, Relationship Recruiting, ERE, Google, MSN, and social media outlets, Mr. Hanks leverages strong negotiating and customer-facing skills. He stands ready to find your best-fit, just-in-time solution to your staffing needs—and yes, your purple squirrel!

Entellect LLC's **Strategic Staffing and Recruiting Services** are led by Mr. Robert Hanks who offers our clients 20+ years' experience in established talent acquisition development and strategies, helping small businesses create and execute growth. Using industry best practices, he reads between the lines of a generic labor category to discern what the client truly needs. He helps small businesses scale, enter new markets, team, convert from subcontracting to priming, refocus revenue streams to differentiated service offerings, and prepare for acquisition. Mr. Hanks' expertise enables his work at all levels—C-level executives and leadership through business developers, capture managers, and proposal teams.



Whether your firm needs Perm Placement, Contract, Contract to Hire, Complete Recruitment Process Outsourcing (RPO) or a special hybrid mix, Entellect has the solution. Our service offerings, expertly guided by Mr. Hanks, support clients at every staffing stage:

- **Direct hire:** For clients who need to fill permanent, key positions but who lack time or resources to effectively recruit and screen potential employees, our permanent placement or retained search services are key.
- **Project/Contract:** Choose your timeframe and designated support—often proposal and capture efforts. Engagement is time-bound, supports a specific need—a role or geographic area—and often augments current staff.
- **Contract to hire:** To augment your in-house recruiters—to meet surge demand, address specific geographical coverage, remedy performance issues, or fill niche IT positions—Software Developers & Engineers, Architects, Oracle Applications, Network & Systems Engineers—within the Federal, DoD, and commercial realm. The contract-to-hire solution fills the critical role now, with options for permanent hire later.

- **Hybrid:** For clients with specialized needs or business circumstances that require a custom, hybrid solution.
- **Recruitment Process Outsourcing Solution (RPO):** New firms access our complete RPO through which we create, fill, and work a customized candidate pipeline to produce a qualified candidate base for client review/hire.
- **Broadened Support:** The fullest range of services: work with hiring managers on qualifying new openings. Strategize with business unit or corporate management on vacancies, business factors, candidate profiles. Screen candidates to assess qualifications, review employment opportunities and contract terms. Support other HR functions such as drug testing if needed.

Our ultimate objective: provide our clients with best-fit, just-in-time solutions to all their staffing augmentation needs. *Our secret weapon:* our solid recruiting base that enables our broad solutions array. Entellect models are built on valuable earned expertise in a wide range of industries and disciplines—to deliver understanding and flexibility in client solutions.

Core Competencies

- Executive recruiting experience working with C-level professionals in the Federal, civilian, and commercial markets from EVPs to Directors and Program Managers
- 20+ years' experience in high-volume recruiting / staff augmentation environments
- Comprehensive understanding of contract, contract-to-hire, and direct-hire lifecycles

Notable Accomplishments

- OCONUS recruiting—from Bahrain and China to Bosnia and Afghanistan—and CONUS from Ft. Meade and Quantico to Wright Patterson and Tinker AFB
- Successfully recruited on multiple, concurrent, complex assignments including specialty requirements and remote locations with emphasis on wartime RAH environment

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