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## Communication and Management Solutions

In a business environment that's more complex and dynamic than ever, your success depends on creative, agile, and value-driven solutions that ensures your message will reach your key audiences. Powell Strategies blends technical expertise with business innovation to tackle the rapid-fire challenges that industry and government leaders face.

Powell Strategies empowers decision-makers to achieve specific, measurable outcomes by providing:

- **Strategic Communication** – We work with you to get your message to your target audience; on the platform they prefer.
- **Outreach and Engagement** – We specialize in reaching your stakeholders through Customized Outreach and Recruiting Campaigns
- **Marketing** – Using multi-channel integrated campaigns, we work with you to make sure you stand out to your audiences and stakeholders.
- **Research and Analysis** – Through our program, policy, and performance analysis methodologies we help you assess the environment and define requirements.

Powell Strategies won't just augment your team; we become part of it. We assimilate your mission and collaborate with you to craft solutions custom-tailored to your unique capabilities, requirements and performance goals.

### A Philosophy Built on Your Success

We form partnerships based on trust and integrity. For Powell Strategies, our clients' success isn't just a priority—it is the *only* priority.

We know a collaborative approach provides richer solutions, so we won't hand you a packaged answer. We work with your team to uncover the solutions unique to your specific challenges.

The Powell Strategies team provides the management flexibility, market agility, problem-solving skills and technical innovation you need to cut costs, increase efficiency and assert your market position.

# Past Performance

## Public Health

### Health Policy Analysis

#### *Chief Strategy Office, Veterans Health Administration*

Provides strategic communication services to support implementation of the VA health care delivery system within the context of the evolving health care environment. Powell Strategies provides the CSO with specialized experience managing and supporting federal government agency and component level enterprise strategic governance, policy development and implementation, and long-term strategy development and communications while incorporating health policy analysis. Powell provides CSO with a range of project management, strategic planning, program and policy analysis, and communication activities in support of the VHA Strategic Directions Committee (SDC) and its Strategic Communication Services (SCS).

### Public Health Communication

#### *Centers for Disease Control and Prevention*

Powell Strategies supported the National Center for Environmental Health, Agency for Toxic Substances and Disease Registry, Office of Communication (NCEH/ATSDR OC). We provide public health communication, outreach and engagement to prepare the population for future disaster-related events, specifically hurricanes. The foundation of this project was the on-site communications support Powell provided to develop materials and build capability and capacity to respond to public health issues and risks. Healthcare related materials and promotional items were developed in support of a comprehensive and integrated strategic communication plan for both PR/USVI. The plan considered and incorporated unique PR/USVI cultural factors to address a range of communication objectives and outline the messengers, messages, media, and relevant markets for the target audiences and defined an evaluation plan delineating communication and engagement outcomes with success indicators to monitor impact, track effectiveness, and ensure optimum management of outreach and engagement strategies.

## Marketing and Brand Development

### Multi-channel Marketing and Paid Media

#### *Department of Labor, Veteran Employment and Training Services*

Provided DOL VETS with a variety of communication, marketing, and outreach support for their programs, which help meet the diverse and often complex employment and training needs of transitioning service members, veterans, and military spouses. The core of the communication and marketing support focused on multi-channel marketing campaigns that increased awareness of DOL VETS mission and increased DOL VETS program registration. This included an exclusive branding effort to set the program apart from other similar resources and incorporated a series of ten paid media campaigns. **Results:** Over a 24-month period created 508-compliant social media content, talking points specific to each DOL VETS program, over 30 promotional flyers, 35 region specific printed marketing materials for events, nearly 10 targeted videos between 1-5 minutes in length, over 40 blogs and press releases, that supported event-specific campaigns, and placement of earned media in employment-focused periodicals.

## Community Outreach and Engagement

### Veteran Peer Access Network (VPAN)

#### *Los Angeles County Department of Mental Health*

Works with LA County to plan and establish this community-driven, peer-to-peer outreach program that aims to alleviate pervasive issues such as homelessness, unemployment, substance abuse, incarceration and suicide that too often afflict service members transitioning to civilian life. The Network deploys 80 trained Veteran and Military Family Peers throughout LA County in order to pro-actively find veterans before a potential moment of crisis and connect them to earned benefits and services they often do not – or cannot – adequately utilize. VPAN offers advocacy and education, access to critical resources (including housing, substance abuse treatment, job placement and legal services) as well as limited mental health care treatment. Powell Strategies supports planning, implementation and marketing and communication activities for VPAN.

### Customer Experience and Human Centered Design

#### *Department of Labor, Veteran Employment and Training Services*

We support the Department of Labor (DOL) Veteran Employment and Training Service (VETS) Customer Experience (CX) priority through an assessment of a national employment program for veterans, particularly those with significant barriers to employment. Utilizing human centered design (HCD) principles, our goal is to approach solution development, and ultimately implementation of customer-driven solutions to improve program utilization.

**What's your challenge?** *Contact Powell Strategies to find out how we can help.*

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Your Mission. Our Team. Measurable Results.