



BUSINESS DEVELOPMENT, CAPTURE, PROPOSAL SKILLS AND EXPERIENCE

I have personally worked with David on multiple capture and proposal efforts and find him an excellent researcher, a strong writer, and a person with a solid business sense of what will “sell” and what won’t. David’s knowledge of URS and our processes is invaluable when we look at proposal requirements and how we can add discriminators via our breadth of capabilities. Coupled with his ability to take disparate URS capabilities and then weave them into an innovative concept or solution that matches the customer’s requirement is a skill not easily found or taught.
 Dave Sawczuk, BD Director, URS Global Security Group

Core Competencies and Achievements:

- Successful capture and proposal management for major strategic programs. 10 years’ experience with 2 major government contracting companies leading federal customer engagements and strategic pursuits.
- Successful track record of identifying, capture planning, strategizing and winning Federal Government contracts. Technical Lead on Capture Team for 4 Major ID/IQ wins totally over \$1B. Technical Lead on Capture and Proposal Teams winning several Task Orders totalling 500M.
- Won URS Pyramid Award in 2013 for Innovation and Excellence in Business Development
- Strategic thinker with proven capacity to think broadly and strategically about an industry and then apply it to the company
- Bold leader able to successfully implement a well-defined Business Growth Model by gaining buy-in from senior management into the strategic pursuit planning and execution process. For example, while with URS I successfully pitched a business case for a 100K CAPEX in 2008 for designing and developing a Mobile BioDector and in 2012 received a 400K CAPEX by URS Leadership to develop a Global Supply Chain and Personnel Management System
- Cross-Divisional champion who creates synergetic solutions which meet the needs of key clients
- Drives hard to identify new opportunities, briefs corporate Leadership to gain buy-in, builds tailored capabilities (within company and with teammates), writes whitepapers describing potential solutions to client problems, and leads proposal efforts resulting in winning submissions.
- Gifted and accomplished communicator with the ability to simplify complex technical issues into terms easily understood by a diverse audience. Known as the ‘go to’ person with major presentations, briefings and stakeholder engagements.
- Experienced Proposal Manager and Technical Writer. Since 2005 has personally written high quality content (including graphics) for: white papers; RFI responses; proposals’ Evaluation Notice responses; ‘Orals’ presentations; and websites. In my role as Proposal Manager at URS I was responsible for coordinating AND writing content for proposal volumes (Management, Technical, Past Performance, and Cost/BOE). My strength lies in the fact that I can concisely write, within page limits, insightful/substantive content incorporating relevant: corporate best practices; past performance; and innovative approaches.

“David’s proposal-writing and technical writing skills have also been repeatedly recognized by the company, most recently in June 2013, when an IT process integration and improvement team he created and led was recognized as a “Pyramid Award” winner in a company-wide competition for excellence in business development.”
 John Sartorius, VP International Operations, URS Global Security Group

Talents related to writing *Management* volumes are as follows:

- **Ability to reach out across the organization** (enterprise-wide), teaming partners, subs, and Subject Matter Experts (SMEs) to create an integrated capability that best meets the needs of the client. This unique talent creates a synergetic, cohesive solution that maximizes the company’s competitiveness.
- **International Project Management experience.** My seven years working on DTRA Cooperative Threat Reduction (CTR) projects in Russia and the Former Soviet Union (FSU) enables me to inject real-life examples of lessons learned and proven approaches to successfully executing USG projects overseas – demonstrating a comprehensive understanding of the mission so critical to being awarded new contracts.

- **Provision of continuity throughout the proposal/project lifecycle.** Working closely with the capture team and leaning forward on strategic opportunities, I develop whitepapers for the client, which help shape the RFP. During Proposal development, I ensure that the client's 'hot buttons' and our key differentiators are well articulated and easily evaluated. Upon contract award, I work with the project team (mainly PM) and transfer knowledge from the proposal phase to the execution phase. Typically, I stay in this support role for the first year of the project during which I participate in kick-off meetings, weekly calls, and PMRs to ensure anything we proposed is fully understood by the PM and client, thereby establishing and maintain our credibility. In addition, this approach reduces the legal/contracting/cost risks associated with disconnects between what was proposed and what is implemented.
- **Innovative use of technology.** Utilizing my 20+ years designing, developing, and deploying complex IT systems for state, federal, and foreign governments, I develop and describe in the proposals leading-edge solutions for the client that: improve efficiency; reduce cost; enhance transparency; or add extra value. During the proposal phase I develop prototypes of the solutions mapped to key business processes that can 'demonstrate' the capability we are selling to the client. I develop demo websites that can show the client exactly what to expect upon contract award and reduces the risk of over-selling.
- **Quality Management Systems.** Having spearheaded the enterprise-wide harmonization of all URS Federal Services' Project Execution Procedures (PXP) and project-specific adaptation of the standard procedures and best practices for 10+ OCONUS projects, I am able to correlate specific procedures to key RFP management requirements thereby improving the company's competitiveness.

"David also has the uncommon ability to understand detailed IT requirements in an RFP -- or the IT requirements that are stated by a customer - combine them with best practices and processes, and then translate it all into English so that the customer or proposal evaluator can easily understand the solution and its benefits."
 Dave Sawczuk, BD Director, URS Global Security Group

Talents related to writing *Technical* volumes are as follows:

- **Communications and Information Technology (C&IT) SME.** I analyze RFP IT requirements (explicit and implied based on client knowledge), identify the related Business Processes (BPs), re-engineer BPs to improve workflow efficiencies, design or acquire a Commercial-off-the-Shelf (COTS) system, map the system functions to the BPs, and describe the benefits to the client using a typical scenario. My resume/bio is included wherever there is an IT SME required in the RFP Key Personnel. One recent example is my work on the URS pursuit of DTRA's CTR Logistics Support (CLS) contract. Pre-RFP, I developed a strategic whitepaper for a "*Potential solution for protecting Personally Identifiable Information (PII)*" which received positive (informal) feedback from the client and appeared to shape the final RFP. Pre-Award, I developed the concept for a unique Global Supply Chain and Personnel Logistics Management System. I also managed the system development and deployment (400K IT CAPEX). The resulting solution, CTRLIS.net, received strong accolades from the client.
- **Systems Engineering & Integration (SE&I) SME.** I have up-to-date knowledge and experience with SE&I within the DoD Acquisition Lifecycle framework. This expertise is enhanced by my completion of the course "*DoD Systems Acquisition Management & Systems Engineering*" by the Defense Acquisition University. URS' SE&I expertise, of which I was a part, has been recognized by DTRA in CPARS as the "*Gold standard for CTR.*" I write any SE&I sections of the Technical volume and also lace in SE&I language into the Management volume and other sections to show a clear SE approach to Project Management.
- **Training SME.** Having led the development and implementation of training programs for DTRA CTR projects in Russia and China that were regarded by the client a highly successful, I have international experience of how to effectively design, develop, and implement a training program with evaluation metrics and hands-on practicums. Over 2,000 students have successfully been trained on complex IT systems (biosurveillance systems that I designed and implemented in over 7 countries) – all using the blue print that I established. I also emphasize the selective use of technology to improve tracking and management of programs and advocate Computer Based Training (CBT) to reduce cost where applicable. Low-cost, open source learning management systems are typically proposed as a component of the training approach.

"He is an excellent proposal leader and team participant — he is both prolific and responsive to specific requirements. He has high energy and people skills and can effectively coordinate short turn-around efforts. He also understands the FAR and is able to address contracting, legal, tax, procurement, cost-estimating, and technical writers to ensure proposals are consistent with the FAR."
 Amie Hoeber, Senior Federal Government Proposal Consultant