



**GOVERNMENT**  
Market Strategies

# Strategize. Design. Mobilize.

## ABOUT US

Government Market Strategies, Inc. fuses operational excellence, financial acumen, and strategic vision. Our firm, co-founded by three proven government contracting executives, deliver holistic services to help you succeed.

Our power is in our focus. We do not aspire to be everything to everyone. Instead, we deliver bespoke services to each client built around our proven framework of government contract success.

## RESULTS



NEW BUSINESS DEVELOPED  
**12 Federal Agencies**  
**25 States**

## EXPERIENCE

**75 Years of Experience**

## OUR SERVICES



### Business Development as a Service

GMS delivers comprehensive business development support for companies who provide solutions and services to federal, state and local governments.



### Implementation Planning & Support

Our implementation planning and support services offer a structured methodology for organizations to navigate the complexities of government contract execution.



### Cost Accounting Standards (CAS) Support

For companies that are involved in federal contracting, compliance with CAS is crucial. GMS provides short-term and ongoing consulting services to ensure our clients are compliant with rules for federal contract execution.

## MARKETS WE SERVE



FEDERAL



STATE & LOCAL



HEALTHCARE

# SUCCESS

Success requires careful consideration of your internal and external environment. Retaining current business and expanding into new lines of work demand forethought, a comprehensive plan, a customer-focused design and a detailed growth strategy.

## OUR METHODOLOGY



Winning Lean™ is a continuous, agile business development lifecycle methodology to deliver sustainable growth. Each iterative phase is structured to maximize value, minimize waste and result in a comprehensive strategy to design and implement new business.

By focusing on solving your customer's challenges and building value both for your organization and your customers, your business development approach serves your organizational goals and your strategic growth.

With a clear focus on the right objectives, the Winning Lean™ tools and practices begin to evolve your organization. Based on an agile methodology, Winning Lean™ revitalizes your organization – leadership, strategy, operations, and sales – to focus on what is important, do what matters and drive toward excellence, transformation and growth.

## OUR CAPABILITIES

### STRATEGIZE & INNOVATE

- Current state operational review
- Market assessment
- Capabilities evaluation
- Strategy development
- Research & market analysis
- Competitive position review
- Growth roadmap

### DESIGN & BUILD

- Organizational design & development
- Opportunity identification
- Training & workshops
- Compliance & regulatory review
- Teaming & partnership assessment
- Solution development
- Pursuit management
- Proposal development
- Cost & pricing support
- Stakeholder engagement

### MOBILIZE & DEPLOY

- Implementation planning
- Implementation management
- Contract management
- Staffing & training
- Resource management
- Stakeholder engagement
- Risk & change management
- Performance reporting & monitoring
- Operational blueprint & policies
- Financial management & budgeting
- Compliance management

