



Reflections Marketing LLC helps government agencies reduce risk and implement change effectively through governance-controlled AI, organizational decision support, readiness, governance advisory, and modernization support.

AI Capability Statement

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ORGANIZATIONAL INTELLIGENCE COUNCIL™

Governance-Controlled AI & Organizational Decision Support for Government Agencies.

PRIMARY FUNCTIONAL AGENTS



AVERY
CAPTURE ANALYST



SAGE
BRAND STRATEGY



KAI
DIGITAL EXP.



AMARA
PARTNERSHIPS



NOOR
PUBLIC ENGAGEMENT



REN
VISUAL DESIGN



RIO
SOCIAL INTEL

COUNCIL REVIEW & ASSURANCE



RM GOV SOLUTIONS CONCIERGE™

RM Gov Solutions Concierge™ is a proprietary AI advisory environment supporting government procurement, organizational decision-support, and AI governance workflows. It uses structured guidance, defined review points, and human-in-the-loop review and authorization. AI-generated recommendations remain advisory, and human decision-makers retain final authority.



CYBERSECURITY READINESS

Preparing for CMMC Level 1 self-assessment with evidence-backed control validation, followed by a Level 2 readiness assessment.

CORE AI COMPETENCIES



AI Governance, Discovery & Assurance

Identify AI use, assess data access, authority and risk controls, and document evidence, review, and accountability.



Human-in-the-Loop Review & Authorization

Define required human review, authorization points, escalation paths, shutdown authority, and accountable owners.



AI Readiness & Remediation

Assess gaps and align people, process, technology, communications, and controls for responsible AI adoption and approved use.

AI APPLICATIONS FOR GOVERNMENT

- Decision-Ready Intelligence & Analysis
- AI Inventory & Governance Assessment
- Procurement Planning & Market Research Support
- AI Readiness & Remediation Planning
- Strategic Communications & Stakeholder Engagement
- Workforce Training & Adoption Support

AI GOVERNANCE & ORCHESTRATION

1

Governance-Controlled AI Workflows

Establishes governance controls that define authority, human-in-the-loop review, escalation paths, and evidence expectations for AI-enabled work.

2

End-to-End Orchestration

Uses the Convergence Model™ to coordinate people, process, technology, communications, governance, implementation, and monitoring across the full lifecycle of AI-enabled operations.

Certifications & Designations

Federal: DBE | WOSB | EDWOSB | SDB

State: MWBE | WBE | SBE | AABE

Local: SCS

NAICS Codes

541613 (Primary) - Marketing Consulting Services

- 541611** - Administrative Management and General Management Consulting Services
- 541690** - Other Scientific and Technical Consulting Services
- 541614** - Process, Physical Distribution and Logistics Consulting Services
- 541512** - Computer Systems Design Services
- 541519** - Other Computer Related Services
- 541511** - Custom Computer Programming Services
- 611430** - Professional and Management Development Training
- 541820** - Public Relations Agencies
- 541810** - Advertising Agencies

PSC Codes

- R408** - Support-Pro: Program Mgmt/Support
- R410** - Support-Pro: Program Evaluation/Review/Development
- R406** - Support-Pro: Policy Review/Development
- DF01** - IT & Telecom: IT Mgmt Support Services (Labor)
- R426** - Support-Pro: Communications
- R422** - Support-Pro: Market Research/Public Opinion
- R708** - Support-Mgmt: Public Relations
- U008** - Education/Training: Training/Curriculum Dev
- T001** - Photo/Map/Print/Publication: Arts/Graphics
- R499** - Support-Pro: Other

GOVERNANCE

- Governance:** Guided by NIST AI RMF
- Accessibility:** Section 508 Guidance

Past Performance

Private-Sector Leadership in Complex Enterprise Environments

\$5.25M

MARKETING BUDGET
MANAGED

31,000

EMPLOYEE OPERATIONS
DIRECTED

211.9K+

MONTHLY DIGITAL REACH

13

COUNTRIES SERVED

RM Gov Solutions Concierge™



Internal Product Development

- Proprietary AI advisory environment supporting government procurement, organizational decision-support, and AI governance workflows.
- Uses structured guidance, defined review points, and human-in-the-loop review and authorization. AI-generated recommendations remain advisory, and human decision-makers retain final authority.

HP (Fortune 100)



Strategic Marketing Communications & Global Brand Governance

- Managed a \$5.25M marketing budget and 6-month microbusiness plan; as HP spokesperson, led multicultural campaigns achieving No. 1 brand recognition.
- Directed packaging compliance across four continents, upheld brand standards and created the Learning Panel innovation.

Nike & Adidas Manufacturers



Enterprise Operations & Process Improvement

- Directed operations for 31,000 employees with \$220M in annual turnover.
- Implemented LEAN and BPI systems to increase productivity.
- Operations spanned Thailand, Vietnam, Cambodia, Indonesia, and China.

Operational Modernization - Cannabis Brand



Washington State

- Redesigned packaging, lab, production and visitor spaces, improving tour ROI and engagement.
- Governed automation is designed to improve consistency and reduce manual errors; live systems process 270-280 orders/month.



Our Convergence Methodology

1

Clarify Decision & Authority

2

Assess Impacts, Risk & Readiness

3

Align People, Process, Technology & Communications

4

Guide Approved Implementation

5

Measure Outcomes, Learn & Adapt

Ready to move your agency's AI initiative forward with greater clarity, readiness, and control?

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