



Reflections Marketing LLC helps federal agencies reduce risk and implement change effectively with organizational decision support, change management, organizational readiness, governance advisory, and modernization support.

Federal Capability Statement

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Strategic Communications & Organizational Decision Support for Federal Agencies.

Core Competencies



Strategic Communications & Stakeholder Engagement

Communicate complex initiatives to build trust and public participation.



Organizational Decision Support

Assess change impacts on programs, operations, and services to inform action.



Digital Modernization Support

Align design, technology, processes, and workforce needs to reduce risk and improve secure, accessible services.



Governance & Responsible AI

Identify and address gaps in authority, oversight, risk controls, and accountability.



Process Improvement & Operational Coordination

Improve workflows, align teams, and increase operational efficiency.



Change Management, Readiness & Training

Help stakeholders adopt approved changes and integrate new practices.

Key Differentiators

1

Strategic Marketing Communications & Public Outreach

Builds trust with messaging, stakeholder engagement, and outreach.

2

Organizational Navigation System™

Assesses change impacts, resolves key questions, and guides approved decisions into implementation through RM Gov Solutions™, our government platform.

3

Governance-Controlled Digital Modernization

Aligns authority, risk controls, technology, processes, and workforce readiness.

4

Cross-Functional Orchestration

The Convergence Model™ aligns program support, process improvement, systems integration, and implementation readiness.

5

Enterprise-Scale Leadership

Private-sector leadership: \$5.25M HP budget; 31,000 employees; \$220M annual turnover in SE Asia.

6

Graphic Design & Data Visualization

Turns complex information into clear, decision-ready visual communications.

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

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

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.



Facilities Modernization & Renovation - Tribal Community



Washington State

- Partnered on a facility renovation aligning physical-space improvements with cultural relevance, community values, and accessibility.
- Created brand-consistent environments designed to strengthen trust and stakeholder engagement.

Our Convergence Methodology

1

Clarify Strategic Intent & 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 next initiative forward with greater clarity, readiness, and control?

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