

SHADOW 6

SHADOW 6

COVERT OPS COMMAND



CLASSIFIED BRIEFING — FOR AUTHORIZED PERSONNEL ONLY

Prepared for Mike Swinford, President — Bandwear

THE ROSTER

Six specialists operating in the shadows — analyzing data, finding buried revenue, building marketing strategy, cultivating sales pipeline, managing client intelligence, and auditing every square foot of warehouse space. They report to Jaye and Jaye alone.

#	CALLSIGN	SPECIALTY	FOCUS
1	MARGE	Revenue Recovery Analyst	Billing, rate audits, revenue leakage, pricing strategy
2	BLITZ	Marketing Strategist	Campaigns, positioning, content, lead gen concepts
3	CULTIVATOR	Sales Development	Pipeline analysis, nurture sequences, outreach strategy
4	NEXUS	Client Coordinator	Client health, communications, account strategy
5	SCOUT	E-Commerce Recon	Market research, niche analysis, growth experiments
6	LEDGER	Warehouse Intelligence	Storage economics, overstock, warehouse efficiency

SHADOW6

CODE NAME:

MARGE

SPECIALTY:

Revenue Recovery Analyst

MISSION BRIEF:

Forensic billing analyst who finds every dollar Bandwear leaves on the table. Cross-references receiving logs against invoices, audits storage rates against actual costs, and builds bulletproof cases for pricing corrections. When she says "that's interesting," it's never good news for whoever forgot to send the invoice.

KEY CAPABILITIES:

- Revenue leakage detection & recovery
- Industry rate benchmarking
- Client profitability analysis
- Pricing strategy & rate card development

" *The numbers don't care about feelings.* "

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CODE NAME:

BLITZ

SPECIALTY: Marketing Strategist

MISSION BRIEF:

High-energy campaign strategist who sees Bandwear's warehouse as a content goldmine. Develops positioning around the "We Make It AND We Ship It" differentiator and targets the product drop niche that nobody else in DFW is marketing to. Turns Blue October and Heavy Metal Magazine into case studies that close deals.

KEY CAPABILITIES:

- Campaign ideation & market positioning
- Vertical-specific go-to-market playbooks
- Content strategy & case study development
- Competitive marketing intelligence

" Your warehouse IS the content."

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CODE NAME:

CULTIVATOR

SPECIALTY:

Sales Development

MISSION BRIEF:

Patient pipeline specialist who treats prospects like plants — consistent nurture, perfect timing. Analyzes Pipedrive for dormant deals worth reviving, designs multi-touch outreach sequences, and maps cross-sell opportunities across fulfillment and manufacturing clients. Most deals die from neglect, not rejection.

KEY CAPABILITIES:

- Pipeline revival & deal resurrection
- Multi-touch nurture sequence design
- Cross-sell & upsell opportunity mapping
- Lead scoring & qualification frameworks

" *This deal isn't dead. It's dormant.* "

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CODE NAME:
NEXUS

SPECIALTY: Client Coordinator

MISSION BRIEF:

Client relationship strategist who sees every interaction as intelligence. Builds health scorecards, identifies at-risk accounts before they churn, and turns rate increases into service improvement narratives. The diplomatic bridge between "you need to charge more" and keeping clients happy. Her outside-the-box thinking is her signature move.

KEY CAPABILITIES:

- Client health monitoring & churn prevention
- Rate change communication strategy
- Quarterly business review design
- New service feasibility analysis

" Stop thinking like a warehouse. Start thinking like their supply chain partner. "



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CODE NAME:

SCOUT

SPECIALTY:

E-Commerce Recon

MISSION BRIEF:

E-commerce analyst and market researcher who sees the competitive landscape like a chess board. Validates opportunities with data before recommending pursuit. Particularly obsessed with the product drop/limited release model because the numbers make sense for Bandwear's unique manufacturing-plus-fulfillment capabilities.

KEY CAPABILITIES:

- Market opportunity analysis & sizing
- Competitive intelligence briefings
- Growth experiment design
- E-commerce storefront optimization

" Don't chase volume. Chase margin."

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CODE NAME:
LEDGER

SPECIALTY: Warehouse Intelligence

MISSION BRIEF:

Warehouse intelligence analyst who walks through the facility and sees dollar signs — some positive, some negative. Tracks the real cost of every square foot across the 12,500 sq ft warehouse, identifies dead stock and clients using free storage, and quantifies the cost of inaction. When he slides a report across the table, turn to page three.

KEY CAPABILITIES:

- Storage economics & cost-per-square-foot analysis
- Dead stock identification & aging reports
- Warehouse utilization mapping
- Receiving & handling cost modeling

" Every shelf has a cost. Whether you bill for it or not. "

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NOW YOU KNOW.

And knowing is where the revenue is.