Felecia Younger

[**fyounger49@gmail.com**](mailto:fyounger49@gmail.com)

**240-461-3183(cell)**

**Professional Summary**

Senior level Sales Executive with cross functional experienced in Strategic Federal IT, Research and Development projects Federal Government with a strong focus agency within the Federal Civilian, Public sector. Experienced driving and promote service offerings and insights to tailor innovative solutions to address client needs. Lead and drive account strategy to include focus on account planning, pipeline opportunities, call plan execution, and advancement of opportunities to impact probability of win through client relationship building, solution differentiation, competitive intelligence, and pricing insights.

**Skills and Experience**

* 25+ years as a Strategic Growth Advisor
* Strong organizational skills and the ability to manage multiple projects.
* Self-motivated and a self-starter
* **Leading GWAC/IDIQ Task Management: large, complex enterprise IT multimillion-dollar $ 50M + programs**
* Growth/Capture Closing P-win of 30% -40% in new and existing revenue.
* Strong presentation skills with PowerPoint, Excel, and Word
* **Capture Solution Delivery:** Managing cross/multiple capture efforts in conjunction by collaboration, facilitation, and team negotiation, including client win strategy, themes, and discriminators in the writing plans for managing and formulating to execute capture plan
* 12 years executive level technical experience in Industry experience, science specific and or manufacturing and production of HLS
* **Customer Relationship Management:** C-Level Government Program Officials Customer knowledge in the client base with proven ability to build new and leverage existing business connections.
* Ability to obtain and maintain a security clearance.
* Coach and mentor junior staff members
* **CRM Experience:** Salesforce other CRM tools. Bloomberg, GovWin etc.

**Federal Agency Civilian & DOD/DHA Health Agency Experience**

* Department of Health and Human Service (DHHS) Ops Div. CMS, FDA, NIH, HRSA, AHRQ
* Department of Treasury
* Department of Commerce
* Department of Labor (DOL)
* Department of Justice (DOJ) FBI, OJP,
* Department of Veterans Affairs (VA)

**DOD/DHA Health Agency TRICARE:**

* DHCAPE, TMA, DHCS, Defense Medical Logistics, Joint Medical Logistics Functional Development Center JMLFDC, USAMRMC FT Detrick, U.S. Navy, DLA, DISA

**GWAC/IDIQ Experience**

* CIOSP-3-LB SB, CMS SPARC, HHS PSC, GSA 70, STARS 2, Alliant 2, OASIS PSS, OASIS, ENCORE, ITES3S, NETCENTS2OPS, SA3, ITSS-4, GSA EIS, NETWORX, CONNECTIONS, WITS

**Professional IT Services and Health Science R&D**

* **Experience and knowledge selling**: IT Modernization services/solutions, AI Solutions, Behavioral health Bioinformatics, ARAPA H, Digital Cloud Transformations, Telecommunication Solutions, Data Analytics, Agile Software, AWS, Azure and GCP Dev Ops, Engineering, System Modernization, O&M, IT Strategy, Architecture, Digital Media, Cloud/Mobile Solutions, Digital Services, IT Infrastructure Engineering, Support, PMO Support, Population health, Cyber Security, Data Center, Collaboration, Video, Networking

**RTI International**

**GWAC IDIQ Center Director 2021 -Present**

* Provided strategic and collaboration with all internal business units to provide subject matter expertise across the health technology portfolio of projects.
* Leading programmatic and technical discussions with Government and industry teams to initiate new program concepts and discuss program planning and execution approaches.
* IDIQ Management: Development of strategic business plan for securing knowledge and understanding of the customer’s requirements, issues, and needs during the pursuit and capture phases and lead planning sessions with core team.  Mature GWAC Management Office, focused on coordinated relationships and negotiations.
* Provided thought leadership in strategic and collaboration with all internal business units to provide subject matter expertise across the health technology portfolio of projects.
* Leading programmatic and technical discussions with Government and industry teams to initiate new program concepts and discuss program planning and execution approaches**.**

**Verizon**

**Sr. Federal Sales/ Solution Executive 2020 – 2021**

* BD Strategy Management: Development of strategic BD/Capture plan for securing knowledge and understanding of the customer’s requirements, issues, and needs during the pursuit and capture phases and lead planning sessions with core team.  Mature GWAC Management Office, focused on coordinated relationships and negotiations.
* Contribute to the development and cultivation of business and vendor relationships of varying audiences (technical and non-technical) Manage and execute the action tracking process; develop standard operating procedures and serve as facilitator for user requirements Monitor progress on actions, generate metrics to demonstrate accountability for meeting deadlines and quality expectations; prepare periodic reports on action status and keep leadership aware of late, pending, and new actions. Closed contract awards FY’2020 $107m.
* **GWAC/IDIQ Bid Strategy:** Developing and managing the capture budget, including the sale and marketing and the bid and proposal budgets, updating as required to the client. Lead and oversee cross-functional, matrixed capture and bid teams that may include project managers, solution architects, subject matter experts, subcontractors, and analysts. Lead a team of business development and capture managers to identify, develop and drive pipeline development.
* **Capture Plan Strategy:** Lead pre-proposal shaping activities, orchestrate capture activities during the proposal phase, post-submittal activities and be responsible for leading medium to large opportunities toward high win probability. Develop and execute project plan and call plan in collaboration with account teams. Responsible for developing GWAC capture efforts by providing creative thinking on win strategy, customer requirement fulfillment, competitive positioning, acquisition shaping, market investments, themes, and discriminators. Working with client stakeholders to identify business problems of significant value.
* **Opportunity Price to Win Strategy:** Shape opportunities and our position throughout the opportunity life cycle to increase probability of win through every phase of the growth lifecycle. Establish value added teaming strategies and competitive pricing structures to create a profitable return at a winning cost. Develop marketing strategies and providing input into market account plans with assigned account BD and P&L leaders that align with the company's strategic plan.

**GDIT 2018 – 2019**

**Senior, Director of Business Development & Capture**

* **DHHS Capture Strategy:**  Responsible for this level will develop value propositions through program strategies, supporting business cases and project plans and develop early win strategies and evolve the strategy throughout the Capture lifecycle. Lead in cross/multiple BD and capture efforts in conjunction by collaboration, facilitation, and negotiation, including client strategy, themes, and discriminators that are reflected in the writing plans for managing and formulating execute. **Closure 50% rate in new business**.
* **DHHS Account Management:** Managing the effective execution of DHHS pursuits, following the business development process and gate controls, tracking performance to cost and schedule, and communicating ongoing capture status to leadership. Collaborated with client executives, operation managers in the development and execution of effective win strategies; perform all requisite administrative responsibilities as a resource manager. Work in conjunction with Business Development to for develop and execute capture strategies to secure new and/or re-compete contracts.
* **DHHS Price-To-Win Strategy:** Responsible for development of the entire win strategy to include win theme development, solutions development, competitive assessments, shaping strategy, teaming strategy, Price-to-Win, pricing strategy, and bid/no-bid recommendations to senior management based on a price to win and other competitive assessments. Identify key financial risks related to the proposed solution and run what-if analyses to quantify risks and recommend mitigation strategies, maintain competitive data, and Price to Win (PTW) estimates.
* **DHHS GWAC/IDIQ Strategy Management**: Coordinating and implementing a plan with target customers to increase awareness of organizational capabilities, and collecting and analyzing competitive intelligence, Developing, maintaining, and executing Business Capture Strategies and detailed Business Capture Plans (including call plans, marketing collateral, websites, etc. Developing and owning strategy and project plan throughout capture management life cycle. Executing capture strategy and action plans, supporting sales, subject matter experts, and proposal management. Lead and oversee cross-functional, matrixed capture and bid teams that may include project managers, solution architects, subject matter experts, sub-contractor(s) and analysts. Develop and maintain high quality relationships with internal and external customers, partners.

**Y-Consulting**

**Principal Consultant 2016 – 2017**

* **DHHS BD and Capture Management Deliverables:** Lead **DHHS** pre-proposal shaping activities, orchestrate capture activities during the proposal phase, post-submittal activities and be responsible for leading medium to large opportunities toward high win probability. Responsible for this level will develop value propositions through program strategies, supporting business cases and project plans and develop early win strategies and evolve the strategy throughout the Capture lifecycle.
* Manage and execute the action tracking process; develop standard operating procedures and serve as facilitator for user requirements. Monitor progress on actions, generate metrics to demonstrate accountability for meeting deadlines and quality expectations; prepare periodic reports on action status and keep leadership aware of late, pending, and new actions. **Closed in new business captures 50%.**
* **GWAC/IDIQ-Task order Capture Support:** DHHS lead GWAC/IDIQ vehicles in assigned target markets, for prime contract wins, establish, implement standard portal for automated management of Task Orders, including notification of subcontractors, coordination of proposal responses, and contract execution tracking, for subcontract wins, to ensure a mechanism is in place to obtain notices from the prime regarding Task Orders responses.
* **DHHS Account Plan Management Pipeline Management:** Build business cases in support of key decisions and growth opportunities.Development Account plans of IT services of target agency account planningby **e**xecuting a comprehensive Call Plan/Office visit plan for key customer individual strategies. Agency budget funding, spending trends, competitive landscape intelligence, analysis of prime vendors, potential teaming vendor partnership.

**ManTech International Corporation**

**Sr. Director, Capture/Business Development 2013- 2015**

* **DHHS Capture Management Delivery:** Lead DHHS cross-functional, matrixed capture and bid teams that may include project managers, solution architects, subject matter experts, subcontractors, and analysts. Oversight for multiple capture business development effort in capturing task orders on various contract vehicles including developing strategy building the teams, creating and coordinating teaming documentation, collaborating with the proposal activity related to the pursuit, synchronizing capture and proposal execution planning, identify gaps and emerging requirements, perform market and economic analysis, conduct business intelligence, design and execute formal capture plans, and monitor competitor activity for each capture. Manage and execute the action tracking process; develop standard operating procedures and serve as facilitator for user requirements. **Closed business unit profit by 45%.**
* Responsible for growing and operating the **Healthcare & Life Sciences** cluster within the Federal System business unit. Responsible for managing all financial and operational aspects of the business cluster. Responsible for the successful execution and delivery against all contract obligations that involve services and solutions delivered to the federal government healthcare agencies. Oversees client development and management and defines strategy and vision of the health service business for long term growth. Has ultimate delivery and quality performance responsibility for a portfolio of projects.

**ASRC Federal Inc.**

**Sr. Director Business Development 2011- 2012**

* **DHHS Account Plan Management:** Lead work closely with Service Delivery operations team in technical solutioning the efforts in capture strategies plans and building win strategy and positioning the company with the customer, and organize lead milestone gate reviews Black Pink, Red, Blue Teams, lead in developing strategic pricing and conducting Price-to-Win analysis proposal strategy reviews updates to validate opportunity progression through the business development lifecycle and plan execution. **Increased corporate business growth by 60%.**
* **DHHS Capture Solution Service Delivery:** Managing cross/multiple capture efforts in conjunction by collaboration, facilitation, and negotiation, including client strategy, themes, and discriminators that are reflected in the writing plans for managing and formulating execute CMS BD strategies, plans, and activities focused on the target markets, including market scoping, customer analysis, value proposition, competitive assessments, opportunity identification, experience conducting competitive analyses.

**Professional Experience**

* **JACOBS Vice President, Business Development DHHS Solutions 2008-2010**
* **XEROX Corporation Vice President 2005-2007**
* **Catapult Technology Sr. Director Business Development 2001-2005**

**Education: University of the District of Columbia, Washington, DC Business Administration, Bachelor of Arts BA-1987**