



nDemand Consulting
Strategy | Marketing | Execution

SBA SMALL DISADVANTAGED BUSINESS

DBE CERTIFIED

NMSDC MBE CERTIFIED

CAPABILITY STATEMENT

Federal & Global Mission Delivery

Putting the Human Back into a Dehumanized World™

Mission-critical training and program delivery where the stakes are highest.

UEI LULLC6NSQ841

CAGE 76SE9

NAICS 541611 | 611430 | 611420

PSC R499 | U099 | R408

SAM Registered | P-Cards Accepted

nDemand Consulting Services, Inc. designs and delivers mission-critical training and program support for federal missions in high-risk environments. As **prime contractor to the U.S. Agency for Global Media and Voice of America**, holding three Blanket Purchase Agreements and eleven funded orders, we delivered crisis communication, Countering Violent Extremism, election reporting, disinformation and health journalism training across Africa and the Western Balkans, owning the mission, the risk and the results from our U.S. program office. As a **subcontractor**, we put specialized talent, PMO leadership and capture support behind CMS, Department of Veterans Affairs and HHS programs.

8

Host countries

11

Countries represented

15

Delivered engagements

~250

Professionals trained

11

Funded federal orders

2

Agency contracting offices selected us

CORE COMPETENCIES

01 Global Crisis Management & Mission-Critical Training

- Countering Violent Extremism reporting, crisis communication for government officials, election readiness
- Disinformation, fact-checking and verification; health and conservation-crime journalism
- Delivered through conflict zones, a postponed national election, an internet shutdown and COVID-19

02 International Program Delivery Under Risk

- Duty of care, contingency reserves and real-time decisions from a U.S. program office
- In-country coordinators, venues, travel and multi-country participant movement
- Localized in Portuguese, Somali, Amharic, French and Albanian

03 Senior-Official & Embassy Engagement

- Formal request to Djibouti's Minister of Information; program for officials of Somalia's Office of the President and Ministry of Information
- Programs delivered alongside the U.S. Embassies in Luanda and Accra
- Election-readiness training for national broadcasters NTA and Channels TV, with NTA's director of training in the room

04 Federal Program Management & Specialized Workforce

- PMO and integrated project team coordination for CMS program integrity
- Certified medical coder resourcing and VA security infrastructure workforce
- Service Contract Act compliance, certified payroll and staff transition

05 Capture, Proposals & Convenings

- Proposal program supporting 40+ federal opportunities
- Two federal awards won by the prime with nDemand capture support
- Workshops and convenings for station managers, officials and newsrooms

Prime accountability

We carried the mission, the risk and the results, not a pass-through.

Senior faculty network

Editors in chief, a media institute director and a national journalists' union secretary-general under our program management.

Certified leadership

PMP, Lean Six Sigma Black Belt and Certified SAFe 5 Agilist.

FEDERAL & PUBLIC-SECTOR CLIENTS

U.S. Agency for Global Media • Voice of America • CMS • U.S. Department of Veterans Affairs • HHS • MBDA Federal Procurement Center • DC Health • Maryland Department of Health

CMS, VA and HHS work performed as subcontractor to the prime.

PRIME CONTRACTOR • U.S. AGENCY FOR GLOBAL MEDIA & VOICE OF AMERICA • 2018 TO 2022

Three Blanket Purchase Agreements and eleven funded orders, selected by two agency contracting offices (Washington and Cape Town). Twelve programs in eight host countries.

DJIBOUTI CITY, 2020

Countering Violent Extremism Reporting

Somali-speaking journalists from insurgency-affected regions, moving across three countries. nDemand issued a formal request to Djibouti's Minister of Information.

ADDIS ABABA, 2020 & 2021

Elections Under Pressure

Election-reporting training delivered through a pandemic, a postponed national election and an internet shutdown, then mobile journalism before the 2021 vote.

GOMA, DR CONGO, 2021

Health Journalism in a Conflict Zone

Training in North Kivu amid conflict, epidemic history and COVID-19. Opened a three-order DRC series with Lubumbashi and Kinshasa.

TIRANA, ALBANIA, 2021

Countering Fake News

Fact-checking and verification for a cross-border cohort from Albania, Kosovo and North Macedonia, with BIRN Albania faculty.

ABUJA, NIGERIA, 2022

Election Coverage Readiness

Two trainings for Channels TV and the Nigerian Television Authority in the pre-election period.

NAIROBI, KENYA, 2019

Crisis Communication for Officials

Communications officials of Somalia's federal government, including the Office of the President and the Ministry of Information.

SUBCONTRACTOR TO VISUAL CONNECTIONS, LLC • CMS, VA & HHS • 2018 TO 2021

CMS CENTER FOR PROGRAM INTEGRITY

PADOS & PADOS Recompete

PMO coordination for Medicare Advantage audit work through a recompute the prime won (Task Order 75FCMC21F0001).

CMS, 2019 TO 2020

RADV MRRC B Record Review

Project coordination and process improvement supporting Visual Connections' AI-enabled fraud, waste and abuse detection system.

VA MEDICAL CENTERS, 2019

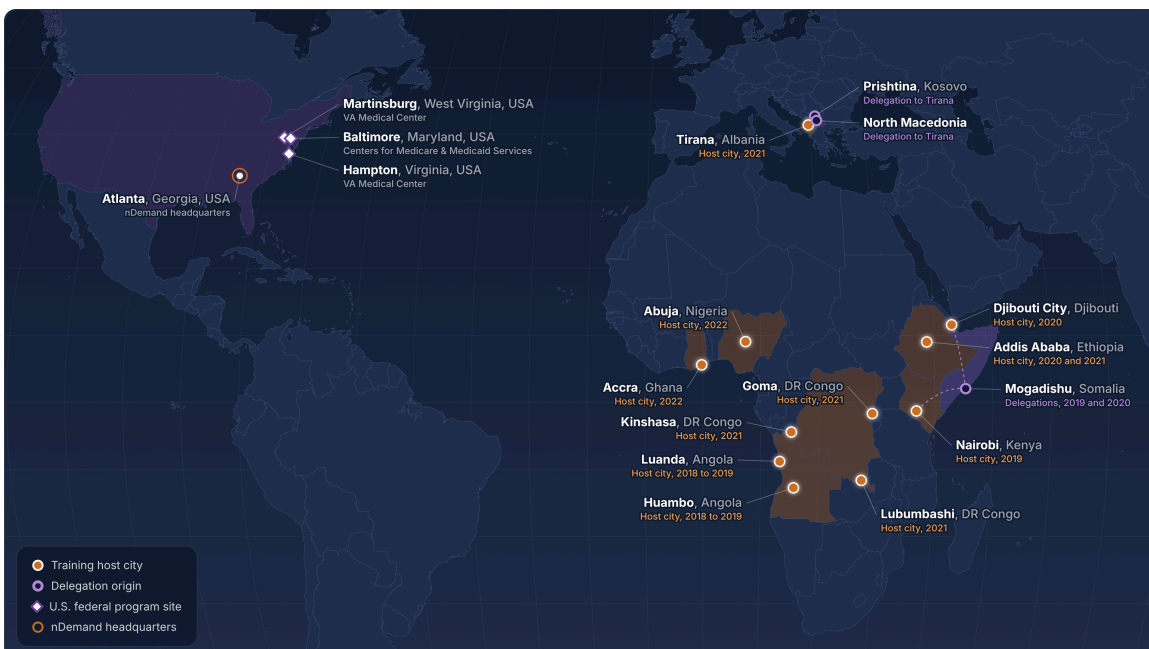
Security Infrastructure Workforce

Hampton, VA and Martinsburg, WV: technician workforce, SCA compliance and certified payroll (Hampton prime VA246-17-P-9236).

HHS & CMS CAPTURE

Federal Growth Engine

Capture support behind the HHS PSC Intelligent Automation/AI IDIQ (75P00119D00095) and the PADOS recompute.



See the interactive map and full case studies

ndemandconsulting.com/global-impact