AlphaThreeSix

CAPABILITY STATEMENT · SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

Alpha Three Six LLC

Transformation, customer and Veteran experience insight, and data analytics with applied AI, for agencies that need clear answers and measurable results. Led by a service-disabled veteran (former 82nd Airborne infantry officer) and experienced operating executive, with 15 years leading technology and transformation at Boston Consulting Group (BCG) and EY-Parthenon. Senior-led, fixed-price work.

CORE COMPETENCIES

- **Transformation and PMO**: operating model, program management, performance
- **Customer and Veteran experience**: research, surveys, journey maps, feedback
- **Data analytics**: data strategy, Power BI dashboards, KPI scorecards
- **Applied AI**: open-text and call analysis, AI-assisted reporting, automation
- **Marketing and communications**: audience research, multichannel campaigns

SELECTED EXPERIENCE (PRINCIPAL)

- **Healthcare analytics**, national health insurer: set analytics priorities, launched an incubator and pilots, rebuilt the operating model
- **Customer experience**, large consumer insurer: insight-led redesign of digital and multichannel service; 50% higher conversion
- **IT program turnaround**, global insurer: rescued a failing IT consolidation; 2,000+ staff moved a year ahead of plan
- **Data platform and AI** (current), PE-backed multi-site service company: one data platform, KPI dashboards, AI call analysis

COMPANY DATA

UEI / CAGE	SHWXYTZC3WS7 / 9LV02
Certifications	SDVOSB, VOSB (SBA VetCert, active through Jan 2028)
Primary NAICS	541611 Management Consulting
Other NAICS	541910 Marketing Research · 541512 Computer Systems Design · 541519 Other IT Services · 541613 Marketing Consulting · 541810 Advertising
PSC	R408, R499, R422, DA01, R702
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