



Steer Operational Solutions

President

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🌐 www.steeroperationalsolutions

📍 Baltimore, MD

COMPANY OVERVIEW



Overview

- UEI: YAEEPFCGK2Q4
- CAGE Code: 9GJQ5
- NAICS Codes:
 - 541611 (P): Administrative Management and General Management Consulting Services
 - 541612 : Human Resources Consulting Services
 - 541613 : Marketing Consulting Services
 - 541618 : Other Management Consulting Services
 - 561110 : Office Administrative Services
 - 611430 : Professional And Management Development Training
 - 611710 : Educational Support Services

Steer Operational Solutions, LLC was founded in December of 2022, and as the President, I am proud to lead an organization that specializes in individualized, customer-first consulting services to Government, Corporate, and nonprofit organizations. This experience has been nothing short of thrilling. We signed our first contract within one week of opening. Through the U.S. Small Business Administration (SBA), we are certified as a Women-Owned Small Business (WOSB) and are eligible to participate in the Women-Owned Small Business Federal Contract Program (WOSB Program). Additionally, we are certified through WBENC as a Women Owned Small Business (WOSB) and Women's Business Enterprises (WBEs).

At our core, we leverage best practices learned over 25+ years of "hands-on" experience creating/directing strategy, planning, and execution of the organization's operational goals. We provide subject matter expertise in combination with emerging technologies using traditional and innovative approaches. Our mission is to provide operational support and strategy that create non-biased, consistent, repeatable processes to foster your company's growth while scaling efficiently. Above all else, we are passionate about building meaningful, lifelong relationships with our employees and customers that deliver actionable change.





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PAST PERFORMANCE



- Creating pipelines for Business Development Executives, supporting Capture Managers, reviewing and analyzing data collection, participating in the development of gate review decks, and creating competitive matrices.



- Pioneered bottom up headcount, and ratio evaluation of roles, that slashed annual operating costs by \$7M after eliminating 25 high-level positions and hiring talent aligned with business requirements. Developed Board and Partner Relations organization to proactively address contract issues, and minimize contract risks using a balanced scorecard approach.
- Identified the organization's strategic objectives, defined the criteria for success, collected supporting data, determined data points and frequency of measurements, to implement KPI initiatives for all schools.
- Launched online "chat" for Customer Service, Inbound Sales and Technical Support, organizations; improved speed of sale by over 30%.
- Transitioned "homegrown" customer enrollment portal to Salesforce, spearheading entire change management process while creating an internal Program Management Office (PMO).



- First female civilian to teach a 4-hour Iraq Immersion class as part of the Foreign Affairs Counter Threats course.
- Lead Program Coordinator for the DoS under Alutiiq, LLC. Overhauled multiple programs and projects.



- Led Program and Vendor Management teams creating, executing, reporting and optimizing retention programs.
- Responsible for Customer Satisfaction through rapid mergers.



- Created and managed Customer First Retention organization, controlling People Management, budget, quality and training.
- Created and managed Customer Care / Technical Support and Channel Marketing organizations.
- Successfully identified and delivered key programs that provided governance, stakeholder buy-in, strategic communications and risk management resulting in successful outcomes. that were built for scale.



- Restructured annual revenue targets within the first 30 days hired and revised the entire Go-to-Market headcount plan; exceeded Q1 targets by \$2M.
- Established quantitative and qualitative metrics, guidelines, and standards by which the company built KPIs across the Go-to-Market enterprise.
- Created Sales playbook maximizing leaders' success while building trust.
- Developed then implemented a company-wide annual KPI review process measuring and tracking key business goals.
- Recruited and hired over 35 FTEs, doubling the organization's size.

