



The Catalyst Coalition  
*Spring Into Action* Event  
May 2, 2024

The Catalyst Coalition would like to thank Carahsoft Technology Corp. for generous sponsorship of this event.

### Agenda

6:00 PM	6:45 PM	Guest Arrival & Networking
6:45 PM	7:00 PM	Opening Remarks by Craig Abod, President, Carahsoft Technology Corp.
7:00 PM	7:15 PM	TCC News and Updates
7:15 PM	8:00 PM	Panel Discussion
8:00 PM	8:30 PM	Interactive Event & Conclusion

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## Introducing our Key Participants



**Craig P. Abod**  
President  
Carahsoft Technology Corp.  
*Opening Remarks*

Craig P. Abod is president and founder of Carahsoft Technology Corp., a Reston, Virginia-based firm that has become the nation's most respected and fastest growing Public Sector-focused distributor.

In founding Carahsoft, Abod combined his entrepreneurial spirit and 25+ years of experience in government sales, marketing, and contract management to create a new company that has redefined the way technology is marketed and sold to the public sector market.

Now in its 20th year, Abod has grown the company from \$0 to \$16 billion in bookings. Working with a robust and growing ecosystem of thousands of reseller partners, system integrators, IT solutions providers and a deep portfolio of contract vehicles, Carahsoft proactively markets, sells, and distributes emerging and leading IT solutions to government markets in the U.S. and Canada, as well as education, healthcare, critical infrastructure, not-for-profit and commercial markets.

As a top-ranked GSA Schedule, SEWP, ITES-SW2 and NASPO ValuePoint contract holder, the company, which now employs more than 3,100 team members, has established strategic, long-term relationships with the industry's leading software and hardware manufacturers including Adobe, Amazon Web Services, Dell Technologies, DocuSign, Google Cloud, HPE, Microsoft, Nvidia, Open AI, Open Text, Palo Alto Networks, Salesforce, SAP, ServiceNow, Snowflake, Splunk, Veritas, Trellix, VMware by Broadcom, UiPath, Zscaler and Zoom, among hundreds of established and emerging technology providers.

In recognition of his accomplishments, Abod has received the EY Entrepreneur of the Year Award for the Greater Washington Region, The Federal 100 Award twice, the FCW Eagle Award for Industry, and a ten-time winner of the Executive Mosaic Wash100 award recognizing significant contributions in the government contracting. Carahsoft is also consistently recognized as the top performing partner for many of its vendor partners and is listed among the top government contractors and industry's fastest growing and largest firms by Forbes, CRN, Inc., Washington Technology, The Washington Post, and the Washington Business Journal.



**Jim Hathaway**

Principal

JTEK Data Solutions

*Panelist*

Jim has been delivering IT solutions to private sector businesses and the U.S. Government for over 25 years. He has driven information technology modernization and resilience across a wide range of market segments: US Fortune 500, LATAM, Eastern and Central Europe, and US Federal Agencies including the Civilian Agencies, the Department of Defense, and the Intelligence Community. Throughout his career he has held positions of leadership with technology providers such as EMC Corporation and JTEK Data Solutions. He is also a Limited Partner with Okapi Venture Capital.

Beyond participating and leading organizations, he has a proven track record of delivering success, which has been recognized three times in Inc. Magazine's 5000 Fastest Growing Privately Held Companies in America, Dell President's Circle, and being named to the RSA Security Partner Advisory Board.

In 2020, Jim co-founded Velos Solutions, an IT and Cybersecurity integrator focused on using US Foreign Aid to assist Partner Nations and Allies improve their information security posture.

To provide a forum through which Senior Level Government and Industry can share and collaborate in an open forum on IT ideas, challenges, and successes, Jim joined the Advanced Technology Academic Research Center (ATARC) and the American Council for Technology and Industry Advisory Council (ACT-IAC). Jim held the Industry Chair for the AI Working Group and RPA Project Team and sits on the INOVA Health Systems Community Insights Board.



**Robert A. Newcomb**

Principal  
Booz Allen Hamilton  
*Panelist*

Robert has more than 20 years of experience in building business and delivering solutions in the federal and commercial sectors. Robert currently supports Booz Allen's Civil Sector with capture strategy. Over his career, Robert has served in multiple roles for Booz Allen's Growth Office working across the Civilian and Defense sectors. Booz Allen's Growth office is chartered with leading the firm's strategic opportunities. In this role, Robert worked across accounts to assess acquisition trends, understand best practices being employed through federal and DOD acquisition directorates, conducted market assessments, and led strategic pursuits in support of new business and re-capturing incumbent work.

Robert initially joined Booz Allen in October 2005 as a member of the Army Systems Development team where he led a team in the development and deployment of business intelligence solutions in support of US Government and Department of Defense (DoD) clients.

Prior to joining Booz Allen Hamilton, Robert worked for Triad Communications as a project manager. Robert directed development and sustainment activities for a vast array of projects including online eDiscovery litigation platforms for Philip Morris, Lorillard Tobacco, and the Ford Motor Company as well as new application development for Pfizer and Century 21.



**Bret Peters**  
Former CEO  
ADF Solutions  
*Panelist*

Bret is the former CEO of Advanced Digital Forensic Solutions and Chief Marketing Officer for Fig Leaf Software. Bret is an accomplished business leader and strategic thinker with more than two decades of experience in technology and government consulting for Federal, State, and Local governments in the US and worldwide. He has built and maintained close relationships with key companies in the GovCon ecosystem including Carahsoft, Amazon, Google, Adobe, Salesforce, and others. Bret is the father of three Virginia Tech Hokies, an adjunct professor at Georgetown University, and recently published an illustrated children's book called HUMANITARIAN.



**Robin L. Portman**

Westat, Inc

*Panelist*

Robin is an experienced senior executive with experience leading large and midsize companies at the highest levels of the organizations. She is the current Board Vice-Chair for Westat, Inc., a mid-size health research company based in Rockville, MD. Ms. Portman is the former President and Chief Executive Officer, and Board Chair for AtlasResearch LLC, a health industry management and technology consulting firm, (recently acquired by Customer Value Partners, CVP). A recognized thought leader and government services industry veteran, she has led ground-breaking client engagements and speaks to audiences nationwide about the future of the industry and mission-supporting innovations in healthcare and technology.

Prior to Atlas, Ms. Portman was Executive Vice President for Booz Allen Hamilton, where she led the firm's corporate growth function, including business development, corporate development, and marketing and communications. Her organization served clients by identifying and building strategic third-party relationships, predicting and analyzing market shifts and trends, and identifying expertise and resources for new business portfolios and innovations. She concurrently served as the Deputy Chief Administration Officer (CAO). In this role, she led modernization efforts for the administrative functions in the CAO organization (e.g. HR, Risk Management, International Infrastructure, Program Management, Financial, IT).

Ms. Portman is a passionate champion for inclusive communities, health equity, individuals with special needs and disabilities, and veterans and military families. Ms. Portman serves as the Vice-Chair and Board Secretary for the Elizabeth Dole Foundation, which focuses on issues and champions causes for military caregivers and families. She is a former Board member, and current campaign leader for Easter Seals of MD, DC and VA. Ms. Portman also serves as the Board Chair for Belong!, a locally-based nonprofit focused on advancing education and community engagement for the underserved immigrant population in Northern Virginia. Ms. Portman is a current member of the Student Affairs Advisory Group (SAAGE) for the University of Maryland Office of Student Affairs, where she started an endowed scholarship for undergraduate student veterans. She is also a former member of the College Park Foundation Board of Trustees. In recognition of her business and community leadership, Ms. Portman was named to the Washington Business Journal's prestigious list of "Women Who Mean Business" (October 2012), and was recognized as a small business Executive of the Year by the Professional Services Council & Northern VA Chamber of Commerce (2019).

Ms. Portman has a bachelor's degree in education and a master's degree in management information systems, both from the University of Maryland.



**Dr. Karen Hathaway Viani**

Founder, The Catalyst Coalition

Founder, Hathaway & Associates

*Moderator*

Dr. Karen Hathaway Viani is an experienced innovation strategist, leader, coach, and catalyst for lab to market solutions, with a successful track record of implementing capital initiatives in unstructured, dynamic environments. She enables organizations and leaders in the tech sector to achieve goals in their professional and personal lives, and she embodies a holistic, relationship focused approach.

Karen founded Hathaway & Associates, LLC in 2023, offering strategy consulting and leadership coaching to accelerate innovation and scale impact. In the same year, she joined two co-founders to launch The Catalyst Coalition, a community supporting the growth of small businesses. She is also a senior leader at The MITRE Corporation engaged in corporate strategy development and innovation management.

Prior to her current role, Karen served at MITRE as senior technical advisor and deputy director for Strategic Partnerships and Technology Transfer. In this role, she was responsible for forming global partnerships in the private and public sectors and academia to accelerate innovation and commercialization of MITRE technologies. Her efforts resulted in relationships with companies from startups to Fortune 5s; collaborative development and licensing of life-changing and globally impactful technologies; execution of agreements with universities and private sector entities; and increased return on investment for MITRE's internal research and development program. Previously, she built trusted relationships with government and industry leaders and provided engineering solutions to complex global problems. A systems engineer by training, her doctoral research focused on identifying the success factors leading to impactful outcomes.

She is active in community, charitable, and professional organizations, including the Society of Women Engineers, Smart City Works, and MassChallenge, and the Mid-Atlantic Quantum Startup Foundry at the University of Maryland. Karen earned a Doctorate in Systems Engineering from The George Washington University, a Master's degree in Business Administration, and an undergraduate degree in Physics. She is an Integral Associate Certified Coach and has earned Lean Six Sigma Green Belt, Program Management Professional (PMP), and SAFe Agile Product Manager/ Product Owner (PM/PO) certifications. She enjoys distance running, travel, and spending time with family and friends.



**Karen Base**

Founder, The Catalyst Coalition

President, KB Catalyst

*Speaker*

Karen founded KB Catalyst, L.L.C., a boutique consultancy aimed to provide fractional C-suite talent for companies as an alternative to traditional, higher risk and costly approaches to hiring full-time executives. This is the second company that she has successfully launched in her career.

As a professional with over 30 years in the technology and management consulting space, Karen has built secure software systems, developed enterprise architecture standards, and assess process maturity for US federal government agencies across DoD and civilian markets. She has consulted commercial clients in multiple industries to build better systems, improve processes, increase revenue, elevate their brand, and create new service offerings. She has worked for large, global companies to include Booz Allen Hamilton, Samsung, and Capgemini.

Karen is a technology enthusiast who continuously learns about the latest and greatest emerging trends and their applicability to business and mission problems. She enjoys building bridges, connecting people and companies to form effective partnerships and alliances.

Karen earned a B.S. in Computer Science and recently completed Wharton's Chief Technology Officer Program. She is a PMP, Scrum Product Owner Certified, and Certified Scrum Master.





**Russell (Rusty) O'Bryan**

Founder, The Catalyst Coalition

Business Performance Advisor, Insperty

*Speaker*

Rusty is a Business Performance Advisor with Insperty in the DC office. He is the former the Managing Director at Talent Gravity, a serial entrepreneur, and a passionate professional with deep expertise in professional coaching, building and mentoring teams, and leading organizational transformation to influence and achieve organizational goals.

He is a marketing, business development, and sales strategist with the ability to assess highly complex, multi-disciplinary environments in a simplified manner to produce quantifiable results. He specializes in developing and implementing go-to-market strategies for multinational organizations using open-sourced market intelligence, risk mitigation strategies, brand repositioning, data analytics, and other techniques to drive growth.

He holds a BS in Business Administration from Virginia Tech and spent 10 years working in Brazil and speaks fluent Portuguese.