



DUNS: 028644721

NAICS Codes:

541611

Administrative Management & General
Management Consulting Services

541613

Marketing Consulting Services

541618

Other Management Consulting Services

541519

Other Computer Related Services

561320

Temporary Help Services



Project Management On Demand

CONTACT INFORMATION

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CREDENTIALS



CAPABILITY STATEMENT

CAPABILITY SUMMARY

Smith Robertson is a certified **Minority Women-Owned Small Business** that provides technology **project management** to healthcare systems. We offer a flexible and responsive approach, catering to our clients' specific needs, to ensure successful project outcomes.

CORE COMPETENCIES

- **Expert Management:** We possess the expertise to successfully manage projects of varying complexities and budgets. We are adept at collaborating cross-functionally and with stakeholders to initiate, plan, execute, monitor, control, and close projects.
- **Tailored Solutions:** We understand that every project is unique. That's why we work closely with our clients to develop customized project management solutions that align with their specific goals, timelines, and budgets. Our approach is flexible, adaptable, and focused on delivering tangible results.
- **Agile Transformation:** In today's fast-paced business environment, Agile methodologies offer significant advantages due to a framework designed to accommodate changing customer needs through the use of sprints and iterations.
- **Waterfall Expertise:** For projects calling for a linear approach, we excel in the Waterfall methodology. From comprehensive project planning to sequential execution and thorough documentation, we ensure that every phase of the project is meticulously managed to meet quality standards and stakeholder expectations.
- **Effective Communication:** Communication is the cornerstone of successful project management. We deliver clear and transparent communication with all stakeholders and team members throughout the project lifecycle, fostering collaboration, mitigating risks, and ensuring alignment with project SMART goals.

PAST PERFORMANCES/DIFFERENTIATORS

- 20 years of management experience, with seven years in product development, marketing and launching healthcare and health information technology services
- Developed and executed the marketing plan for the roll-out of HealthSource, a cloud-based health information platform, that achieved the conversion of 90% of existing accounts within a three-month window, versus an 80% target
- Managed the thought leadership research project for Panorama NIPT, a non-invasive prenatal test. The thought leaders' strong endorsement of Panorama NIPT, as reflected in the research findings, drove the rapid adoption of NIPT by OB/GYNs.
- Mapped the fulfillment process of the Delta Dental Individual Plan to determine the root cause for member complaints and implemented a solution that led to a 90% reduction in complaints
- Developed online enrollment functionality for the Delta Dental Individual Plan that led to a 50% increase in contribution margin over the snail mail enrollment option

PAST HEALTHCARE & HEALTH INFORMATION TECHNOLOGY EMPLOYERS

