

CAPABILITY STATEMENT

ABOUT STERLING PRODUCT CONCEPTS

Sterling Product Concepts LLC doesn't just provide consulting services – we accelerate transformations. We empower our clients to forge a profound impact through strategic prowess, innovative product management, and masterful marketing. Our mission is unwavering: to be architects of change, fostering the creation, deployment, and widespread adoption of technologies and initiatives that elevate public health to unprecedented heights.

COMPANY DATA

Washington, D.C.-based small business founded in 2023.

NAICS CODES:

541611 Administrative Management and General Management Consulting Services

541613 Marketing Consulting Services

541511 Custom Computer Programming Services

541618 Other Management Consulting Services

541990 All Other Professional, Scientific, and Technical Services

DUNS: 125550937

CAGE: 9LG87

UEI: UF8DYDZHUGD4

CERTIFICATIONS:

Federal

Small Disadvantaged Business (SDB)

PAST PERFORMANCE

Our team has over twenty years of experience developing and marketing healthcare products and SaaS platforms in the private sector at industry-leading companies.



CORE COMPETENCIES

Strategy

- Market and voice-of-customer research
- Business process improvement
- Strategic planning and product roadmap
- New technology implementation planning

Product Management

- Agile software development
- Project management
- Product lifecycle management

Marketing

- Go-to-market planning and coordination
- Marketing collateral development and training
- Multi-channel campaign development and execution

DIFFERENTIATORS

- More than two decades of experience serving the diagnostics, healthcare IT, pharma, and health & well-being markets.
- Commitment to a client-centric approach that engages clients, aligns expectations and delivers to their needs.
- Applying best-in-class methodologies, processes, and documentation from professional organizations like the Pragmatic Institute and others.

CONTACT US

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