

CERTIFIED BUSINESS ENTERPRISE

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 our clients to unprecedented heights.

COMPANY DATA

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

NIGP CODES:

- 9187500** Management Consulting
- 9189000** Strategic Technology Planning & Consulting Services
- 9182930** Consulting Services Related to the Implementation of Software
- 9187600** Marketing Consulting
- 9615300** Marketing Services
- 9152200** Communications Marketing Services
- DUNS:** 125550937
- CAGE:** 9LG87
- UEI:** UF8DYDZHUGD4

CERTIFICATIONS:

District of Columbia: LSDZRE67519102026



- Small Business Enterprise (SBE)
- Disadvantaged Business Enterprise (DBE)
- Development Enterprise Zone (DZE)
- Equity Impact Enterprise (EIE)
- Resident Owned Business (ROB)
- Local Business Enterprise (LBE)

DC SUPPLY SCHEDULE: CW115735

PAST PERFORMANCE

Our team has over twenty-five 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

- Over 25 years of experience developing and launching complex and highly regulated technology products.
- 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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