Capability Statement
ASCEND PRESENTATIONS, LLC

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CAGE: 16QW9

WOSB CERTIFIED | EDWOSB CERTIFIED

Available for direct award, BPA, or subcontracting arrangements.

NAICS: 611430 (Primary) **| 611710 | 541611 | 541618**
PSC: U099 | U008 | R408 | R499

CERTIFICATIONS

Woman-Owned Small Business | Economically Disadvantaged-WOSB

ABOUT

Ascend Presentations equips professionals and teams to communicate with clarity, confidence, and impact through leadership training, presentation coaching, briefing readiness, and team communication development, supporting federal, state, and local agencies, prime contractors, and subcontractors in high-stakes briefings, RFP interviews, and public-facing engagements.

CORE CAPABILITIES

Leadership Development | Presentation & Briefing Training | Data & Technical Storytelling | Team Communication Training

- Leadership & executive communication training
- Presentation skills training & coaching
- Briefing readiness
- RFP panel interview and Q&A prep coaching
- Team communication & collaboration
- Audience-aware & inclusive communication
- Data storytelling & AI-informed communication
- Workforce communication & professional presence
- Video recording with private coaching feedback
- Customizable programs aligned to client needs

DIFFERENTIATORS

Government-tested | Security-cleared | Delivery-flexible | Single point of accountability

- Government-tailored training proven with Space Force, Sandia National Laboratories, DOT, and federal RFP panels
- Trainer ranked 11th in Toastmasters' World Championship of Public Speaking
- Security-cleared trainer, background-checked for minors. Briefed NASIC, NSIC, and Space Force leaders
- Trainers credited with $20M+ in bid wins, including a confirmed Sarasota Airport contract
- Founder is a former GSA Contract Administrator managing 25–30 concurrent government and corporate client projects
- In-person, virtual, and hybrid delivery

ASCEND PRESENTATIONS, LLC

PAST PERFORMANCE

Client	Scope
WGI, Inc., FL Tampa / Ft. Lauderdale / Orlando	***Ongoing RFP interview presentation coaching***; six (6) signed contracts spanning multiple sessions, onsite and virtual. Coaching credited with ***$10M+ in bid wins***, including confirmed ***Sarasota Airport*** win.
Government & Public Sector	Sandia National Laboratories, DOT, Space Force, NASIC, NSIC, Denver Juvenile Court, school districts nationwide, financial services, legal, and healthcare.

KEY PERSONNEL

Ascend's consulting network brings vast, independent training and coaching experience directly applicable to this scope.

Lisa Ricci | President & CEO, Managing Member

30+ years in operations, federal contract administration, and program management. Former **GSA Contract Administrator and GovCon RFP Program Manager**, managing 25–30 active contracts simultaneously with full operational, financial, and compliance accountability. Ascend's operational backbone - one point of contact from contract to delivery. ***This operational depth ensures every engagement is managed with the same rigor, and accountability clients expect from the training itself.***

Jessiee Datino | Senior GovCon Communication Consultant

Senior communication consultant with government experience spanning defense, transportation, and public education. Over 10+ years of executive coaching including **Space Force** intelligence leaders at **NASIC** and **NSIC**, **Sandia National Laboratories** teams briefing the **White House and Pentagon** and speaking and communication programs for **K-12 districts, universities, and public agencies** nationwide. Also specializes in RFP interview and panel coaching, credited with $20M+ in bid wins including a confirmed win at Sarasota Airport. ***Holds active security clearance and background clearance for work with minors.***

Diana Brittain | Communication & Leadership Development Senior Consultant

20+ years **designing** and delivering communication, leadership, and facilitation **programs across** legal, **government, education**, and corporate environments. Delivered communication training to **technical professionals** at Reed Smith LLP, a global law firm, resulting in a confirmed repeat engagement. **Creator** of the **3M Framework** (Message, Mechanics, Magnetism). **Government experience** includes **Denver Juvenile Court,** where she designed and led ***Trading Faces***, a 180-hour **intervention for 13 court-involved youth with zero re-offenses** recorded during the program. ***Ranked 11th in Toastmasters World Championship of Public Speaking***.