

# PSTSI

PALISADES STRATEGIC SYSTEMS INC.

## Capability Statement

### About Us

Palisades Strategic Systems, Inc is an economically disadvantaged, woman-owned small business (EDWOSB) dedicated to providing high-quality management consulting, accounting, program management, marketing, strategic communications, project management, and events management support to help federal and state agencies meet their mission-critical objectives.

We bring a 100+ years of combined experience in companies and government agencies to work closely with agency and program/project stakeholders offering a range of services including technical assistance, accounting, compliance review, program performance enhancement, project management, in-person/virtual/hybrid events management, and marketing and outreach advisory.

### Differentiators

Palisades provides compliant, tailored lifecycle consulting services with little to no on-ramp given our team's former federal and state agency experience meeting operational goals and public policy objectives. We leverage a highly trained workforce coupled with a commitment to continuous improvement to strengthen and enhance the federal government's fiscal and programmatic objectives. Palisades executive leadership has a long history in financial and management consulting, and is committed to helping agencies meet their program or agency-wide goals. We employ efficient and secure technology and tools to provide our government customers with compliant insights and robust support services.

### Select Clients

- The White House
- U.S. Department of the Treasury
- U.S. Department of the Interior
- Indian Health Service
- U.S. National Science Foundation
- Fannie Mae
- U.S. House of Representatives
- U.S. Senate
- Federal Communications Commission
- U.S. Department of Health and Human Services
- National Institutes of Standards and Technology
- Federal Reserve Bank
- Seminole Tribe of Florida
- National Indian Gaming Commission
- State of Maryland
- Michigan Economic Development Corporation

### Company Snapshot

**Business Name:** Palisades Strategic Systems, Inc  
**Corporation Type:** S-Corp  
**Incorporated:** 2021  
**UEI:** ZMAAA6EKH1N7  
**TIN:** 87-3579560  
**CAGE:** 9GK80  
**Socio-Economic Status:** Women-Owned Small Business, Economically Disadvantaged  
Accept Credit and Purchase Cards

#### NAICS

**541611** Management Consulting Services (**PRIMARY**)  
**541613** Marketing Consulting Services  
**541618** Other Management Consulting Services  
**561920** Convention and Trade Show Organizers  
**541820** Public Relations Agencies  
**541211** Offices of Certified Public Accountants  
**541219** Other Accounting Services

#### PSC Codes

**R408 Support-** Professional: Program Management/Support  
**R410 Support-** Professional: Program Evaluation / Review / Development  
**R406 Support-** Professional: Policy Review/ Development  
**R708 Support-** Management: Public Relations  
**R426 Support-** Professional: Communications  
**R405 Support-** Professional: Operations Research/Quantitative Analysis

### Point of Contact

Zakaria Shaikh, Director



712 H Street NE Suite 1086, Washington, D.C. 20002



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517-588-3037



www.pstsi.com

# Core Competencies

## TECHNICAL ASSISTANCE

- Data Analysis
- Program Monitoring
- Research & Reporting
- Policy Development
- Resource Analysis
- Direct Program Support
- Application Assistance
- Credit Analysis
- Loan Packaging
- Loan Servicing
- Technical Support
- Compliance Support

## POLICY AND PROCEDURE DEVELOPMENT SUPPORT

- Policy Development
- Program Requirement Development
- Regulatory Compliance
- Stakeholder Input
- Risk Management
- Process Improvement
- Monitoring and Reporting
- Communication and Outreach

## PROGRAM MANAGEMENT SUPPORT

- Quality Assurance
- Quality Improvement
- Risk Analysis & Mitigation

## REGULATORY COMPLIANCE REVIEWS

- Alignment with Federal Regulatory Requirements

## ACCOUNTING, RECONCILIATION, AND BUDGET MONITORING & SUPPORT

- Accounting
- Reconciliation
- Budget Monitoring & Support

## ASSET VALUATION AND MEASUREMENT

- Asset Valuation
- Data Analysis

## SUPPLEMENTAL

- Event Management (Convenings, Virtual & In-Person Conferences)
- Project Management
- Marketing, Public Relations, and Strategic Communications
- Administrative and Clerical Services
- Financial Reporting and Analysis
- Risk and Financial Management Advisory Services

# Certifications

## Company

Woman-Owned Small Business (WOSB)  
Economically-Disadvantaged Woman-Owned Small Business (EDWOSB)

## Personnel Certifications

Project Management Professional (PMP) from the Project Management Institute  
Negotiation and Influence from Massachusetts Institute of Technology  
World Intellectual Property Organization Patent Searching Certification  
Lean Launch Educators Certificate, Hack 4 Defense Educators Certificate  
Lexis Legal Research Certificate  
PALS, ACLS, BLS, Airway Management, FEMA Disaster Training, HIPAA  
NIH Training Certification - Protecting Human Research Participants  
Collaborative Institutional Training Program Groups 1,2,7, conflicts of interest and COI rules  
Good Clinical Practice and Human Subject Assurance

## FINRA Licenses

Series 7 (Registered General Securities Representative)  
Series 24 (Registered General Securities Principal)  
Series 63 (Uniform State Law Securities Agent)  
Series 55 (Registered Equity Trader Representative)  
Series 65 (Registered Investment Advisor Representative)  
Series 53 (Registered Municipal Securities Principal)  
Series 79 (Registered Investment Banker)  
Lean Six Sigma Green Belt Training Certification  
Business Process Improvement Certification  
Professional Manager Certificate in Leadership Development  
CFA Charterholder, August 2018  
Certified Base Programmer for SAS 9  
BPM Institute - Peer-to-peer exchange for business process management professionals  
Computer Technology Industry Association (CompTIA) – Advocacy organization for tech professionals  
Human Capital Institute – Institute for HR professionals striving to align human resources with business strategy  
National Association of Women Business Owners – Champion of issues central to women entrepreneurs

# Past Performance

## U. S. Department of the Treasury State Small Business Credit Initiative

Palisades provides support to the U.S. Department of the Treasury’s State Small Business Credit Initiative program office by proposing program management, program design, development of standards, project management, and policy development in alignment with American Rescue Plan Act of 2021 (ARPA) and relevant federal regulatory requirements.

Palisades provides the Treasury with support that incorporates policy and market factors. This includes national initiatives that involve state and Tribal jurisdictions. Our professionals offer expertise in regulatory policy, financial markets, research, policy development, stakeholder outreach, program evaluation, monitoring, reporting, and scalable technology development to support programs.

We also offer expert advice and technical support for developing and reviewing program applications, managing data, performing compliance reviews, and developing program reports. As programmatic initiatives evolve to meet the needs of jurisdictions and small businesses, we assist with outreach to public and private stakeholders, including developing action plans, training, and communication materials, in addition to developing a communications asset database with such assets as template press releases and success stories, developing a media toolkit, reviewing and responding to press or stakeholder inquiries, reviewing the website to ensure effective communications, and training agency staff and stakeholders on effectively communicating program outcomes.

Furthermore, Palisades provides technical assistance to federal financing program applicants and allocatees, including collaborating with jurisdictional and institutional program beneficiaries to troubleshoot and refine applications to meet agency eligibility and approval criteria, assessing global and allocatee-level program performance, and developing and managing virtual and in-person regional and national convenings and conferences.

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