

# Golden Bridge Strategies

## Strategic Advisory and Consulting



### WHO WE ARE



Jennifer Saha founded Golden Bridge Strategies in September of 2019. Her deep experience in working for both California State Government as well as the technology industry makes her uniquely qualified to help achieve successful outcomes by helping bridge the two communities.

Prior to starting the company, she oversaw the Computing Technology Industry Association (CompTIA)'s Public Sector Councils which aimed at assisting member technology companies and their efforts to do business with governments.

Prior to joining CompTIA, Jennifer served for ten years as an appointee under both Governors Jerry Brown and Arnold Schwarzenegger in the State of California. She most recently served as Deputy Director of Planning, Policy & Research for the California Department of General Services where she oversaw all strategic planning and policy development for the State of California's procurement and business management department.

Jennifer was also a Governor's Appointee as Chief of Staff for the California Recovery Task Force, Assistant Secretary for Economic Development at the California Business, Transportation and Housing Agency, and Assistant Cabinet Secretary in Governor Schwarzenegger's Office.

Jennifer is a well-respected speaker on the topics of procurement and women in government, leadership and technology. She has spoken at various NASCIO, NASPO, summits and women in government events across the United States. She is also active in the American Society for Public Administration and frequently speaks at meetings. She was awarded the ASPA Rising Star in Public Administration award in 2013. Jennifer received her Bachelor of Science from the University of California, Davis and a Master of Public Administration from the University of Southern California.

Jennifer serves as the main point of contact for all Golden Bridge Strategies clients. In addition to Jennifer's full attention, Golden Bridge Strategies also employs contract consultants and exercises strategic collaborations to ensure client needs are fully met and exceeded.



## WHAT WE DO

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Golden Bridge Strategies offers a variety of strategic advisory and consulting services all focused on doing business in the State of California:

- **Strategic Advisory** – Advise on the best way to come to market or expand in the government landscape based on your product or service.
- **Business Development** – Support sales teams in strategic positioning and business development opportunities through monitoring of government spending and purchasing initiatives.
- **Market Intelligence** – Identify market trends, opportunities, projections, and threats based on participation in industry events, associations, and networks.
- **Procurement/Contracting** – Help establish contracting vehicles or individual contracting opportunities with government customers. Monitor existing contracts and assist in compliance and renewals.
- **Government Relations** – Handle the legislative side of your business, including lobbying, legislative management, bill tracking, positioning, and advocacy.
- **Relationship and Brand Management** – Establish or build market relevance for your company among government clients and decision makers.

## HOW WE DO IT

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Golden Bridge Strategies has strong professional connections with executive leadership, including IT and procurement decision makers, at virtually every state department in California. These state innovators appreciate and respect our collaborative approach to improving state services with technology. Golden Bridge Strategies also has experience in working at the local level, predominantly with Los Angeles County and City.

While the predominant practice is focused in California, Golden Bridge Strategies has worked across the country with State CIOs and Procurement Directors from several key states including Florida, Indiana, Ohio, New York, and Texas. We have close ties with national procurement and IT organizations such as NASPO and NASCIO.

Clients typically employ Golden Bridge Strategies on a monthly retainer, negotiable on scope of business, but we are open to project-based or alternative engagements as well.

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