

MEL B ENTERPRISES LLC

CAPABILITY STATEMENT

STRATEGY. BRAND. TECHNOLOGY. EXECUTION.

We Build What's Next.

Mel B Enterprises LLC (MBE) is a strategy, communications, technology and business transformation firm supporting government agencies, institutions, prime contractors and commercial organizations.

MBE combines strategic communications, branding, digital transformation, AI and automation, management consulting, program support and implementation under one delivery model. We are built for organizations that need more than recommendations. We help clients plan the work, coordinate the moving parts, build the supporting infrastructure and carry initiatives through execution.

CORE COMPETENCIES

Strategic Communications & Brand Management

- Strategic communications planning
- Brand strategy and positioning
- Public information and awareness campaigns
- Marketing and advertising strategy
- Campaign management
- Stakeholder and community engagement
- Digital and social media strategy
- Content development
- Creative direction
- Website and digital communications
- Public relations support
- Audience and message development

Digital Transformation & Technology

- AI readiness and implementation strategy
- Workflow automation
- Business process modernization
- Website strategy and development

- CRM and system integration
- AI-enabled digital experiences
- Digital customer experience
- SEO and AEO
- Analytics and performance measurement
- Technology implementation support

Management & Organizational Consulting

- Strategic planning
- Management consulting
- Operational assessments
- Process improvement
- Organizational strategy
- Workforce strategy
- Change management
- Training and development
- Program implementation
- Project coordination
- Research and analysis

Government & Institutional Support

- Program and project support
- Strategic communications
- Community and stakeholder outreach
- Program logistics and coordination
- Workforce initiatives
- Digital modernization
- Vendor and partner coordination
- Technical and proposal writing
- Solicitation analysis
- Compliance support

- Implementation coordination
 - Contracting readiness
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DIFFERENTIATORS

Strategy Through Execution

MBE does not stop at recommendations. We support engagements from discovery and planning through communications, coordination, technology, implementation and execution.

Integrated Delivery

Strategy, communications, branding, technology and implementation are connected within one delivery model, reducing the fragmentation created by managing multiple disconnected vendors.

Complex Coordination

MBE is experienced in managing initiatives that require multiple stakeholders, vendors, schedules, services, communications and operational requirements to work together.

Business-First Technology

Technology is selected around the mission and operational requirement. MBE evaluates the business problem first, then applies automation, AI and digital systems where they create practical value.

Agile Small-Business Execution

Our structure allows MBE to provide senior-level involvement while assembling specialized resources around the requirements of each engagement.

Security & Compliance

MBE maintains a **SOC 2 Type II report**, supporting our commitment to mature organizational controls, security and responsible business operations.

SELECTED PAST PERFORMANCE

GRIFFISS INSTITUTE

Government Program Support | Workforce Accommodations & Operational Coordination

MBE supported a government-related workforce internship initiative requiring coordinated accommodations and supporting services for program participants deployed to Huntsville, Alabama.

MBE managed the accommodation environment and coordinated the operational components required to support participants throughout the assignment. Responsibilities included furnished accommodations, participant occupancy coordination, utilities, high-speed connectivity, professional cleaning, grounds maintenance, property operations and ongoing coordination of supporting services.

The engagement required MBE to manage multiple service components simultaneously while maintaining a consistent, ready-to-use environment for program participants throughout the program period.

Capabilities Demonstrated:

Program Support | Workforce Accommodations | Logistics Coordination | Supporting Services
Deployment | Vendor Coordination | Participant Support | Property Operations | Project Coordination

MICHELLE WATKINS

Campaign Management, Financial Administration & Community Engagement

MBE provided integrated campaign management and operational support for Michelle Watkins' successful campaign for Huntsville City Council.

Our responsibilities extended beyond campaign messaging. MBE supported campaign strategy, bookkeeping and financial administration, campaign events, community engagement, communications, brand positioning and the coordination of campaign activities.

By bringing administrative, financial, communications and event functions together under a coordinated campaign structure, MBE helped support the campaign from strategy through election execution.

Outcome:

Michelle Watkins successfully secured a seat on Huntsville City Council.

Capabilities Demonstrated:

Campaign Management | Bookkeeping & Financial Administration | Event Coordination | Strategic Communications | Community Engagement | Brand Positioning | Operational Coordination

SAINT ANDREW LOGISTICS LLC

SDVOSB Business Strategy & Contracting Readiness

MBE provided business strategy, organizational positioning and contracting-readiness support to Saint Andrew Logistics LLC, a **Service-Disabled Veteran-Owned Small Business (SDVOSB)** operating in the transportation and logistics sector.

MBE supported the company's development of a stronger contracting profile and provided strategic guidance related to veteran-business positioning, organizational readiness, capability development and preparation for larger commercial and government opportunities.

The engagement demonstrates MBE's ability to work with small businesses as they strengthen internal positioning, navigate contracting requirements and prepare for growth.

Capabilities Demonstrated:

Government Contracting Readiness | Business Strategy | SDVOSB Positioning | Organizational Development | Capability Development | Growth Strategy

FEDERAL CONTRACTING INFORMATION

Legal Name: Mel B Enterprises LLC

Headquarters: Huntsville, Alabama

Service Area: Nationwide

UEI: NAW EJGMYE1R3

CAGE Code: 8GBM5

SAM.gov Registration: Active

Security & Compliance: SOC 2 Type II Report Available

Teaming: Prime & Subcontracting Opportunities Welcomed

NAICS

541613 — Marketing Consulting Services — **Primary**

541810 — Advertising Agencies

541820 — Public Relations Agencies

541430 — Graphic Design Services

541511 — Custom Computer Programming Services

541512 — Computer Systems Design Services

541611 — Administrative Management & General Management Consulting Services

541612 — Human Resources Consulting Services

541618 — Other Management Consulting Services

541910 — Marketing Research & Public Opinion Polling

WHY MBE

ONE PARTNER. MULTIPLE CAPABILITIES. ACCOUNTABLE EXECUTION.

Government and institutional projects rarely fail because of one isolated task. They require people, communications, technology, vendors, schedules and operational requirements to work together.

MBE is built to connect those pieces.

We can help define the strategy, manage communications, coordinate stakeholders, develop digital infrastructure, organize supporting services and help carry the work through implementation.

Our value is not simply what we advise.

It is our ability to help get the work done.

TEAMING & SUBCONTRACTING

BUILT TO PARTNER

MBE welcomes teaming relationships with prime contractors and organizations seeking qualified small-business capabilities in:

Strategic Communications | Marketing & Advertising | Brand Strategy | Digital Transformation | AI & Automation | Management Consulting | Program Support | Community Engagement | Workforce Initiatives | Project Coordination

CONTACT INFORMATION

MEL BOWERS

Founder & CEO

Mel B Enterprises LLC

Huntsville, Alabama

Website: MelBowers.com

UEI: NAW EJGMYE1R3

CAGE: 8GBM5

SAM.gov: Active

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