



NP SOURCE
PROVEN PROCESS, DESIRED RESULTS

CERTIFICATIONS

CAGE CODE: 134Z6

DUNS #:13-865-8768

NAICS CODES

- ♦ 541611: Mgmt. Consulting
- ♦ 541720: Bus Research & Dev
- ♦ 541613: Marketing Consulting & Service Management
- ♦ 541910: Market Research & Opinion Polling
- ♦ 611430: Mgmt. Development & Training
- ♦ 923120: Health Statistics

CONTACT INFO

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NPSource Inc. Capability Statement

Core Competencies

NPSource Inc. integrates business theories and industry experience to develop effective, efficient and practical solutions to government's, health care providers', and businesses' needs involving three areas: 1) products and services design, development, and management, 2) programs and customer related research and data analytics, 3) employee training for performance improvement, through the following expertise.

- **Consulting on Marketing Strategy**
 - ♦ Develop Marketing Plan
 - ♦ Conduct Competitor and Industry Analysis
- **Program Research, Planning, and Evaluations**
 - ♦ Needs and Segmentation analysis
 - ♦ Product concept development
 - ♦ Design service encounters
 - ♦ Evaluate program effectiveness and satisfaction
 - ♦ Identify process change and productivity improvement
- **Market Research and Analysis:** Design and conduct studies, analyze scenarios, and create reports relating to mission-oriented business programs or initiatives
- **Executive/Management/Service Providers Coaching and Training:**
 - ♦ Face to Face or online customized training (variety of subjects)
 - ♦ Simulation based training to improve integration of business functions

Differentiators

- **Qualification:** A unique combination of business academia, new product, services design, and research experience to provide theory driven practical solutions that are effective and efficient.
- **Research Capability:** One stop shop for conducting exploratory research to identify opportunities and problems, and conclusive research to identify solutions.
- **Data Analysis Techniques:** Expertise in applying conventional and advanced data analysis tools and techniques to generate information.
- **Training Areas:** Customized training for a variety of areas including core and advanced marketing subjects, research and data analytics, and computer simulation to understand importance of integrating business functions.

Founders' Experience and Qualifications

- **Product Management:** 14 years of new product/services R&D and commercialization experience from idea generation and concept development to life cycle management and brand extension.
- **Data Scientist:** 17 years of research design, survey and data analysis experience.
- **Innovation:** Inventor of 34 patents granted by US Patent and Trademark Office.
- **Healthcare:** 25 years of health care delivery experience.
- **Academics:** Ph.D. in Marketing, MBA, MS Computer Science, MS Physical Therapy and MS Healthcare Informatics coursework.
 - ♦ Business school faculty of Johns Hopkins University, Tulane University, & Temple University. Taught Exec MBA, MBA, & undergraduate courses.
 - ♦ Guided Global MBA student's social entrepreneurship projects for Colorado.
 - ♦ Senior care services, Obesity reduction campaign, Promote STEM education