



C | Y
S T R A T E G Y
Capability Statement

C.Y. Strategy, LLC

8070 Georgia Ave, Suite 403
Silver Spring, MD 20910
(800) 753-1874 (office)
POC: Gregory B. Coleman
(301) 949-2793
gcoleman@cystrategy.com
www.cystrategy.com

**Hampton Roads, VA and
Dallas, TX**

(757) 848-6199 (office)
(800) 928-8137 (fax)
POC: Alfred B. Coleman
(757) 525-1115
abcoleman@cystrategy.com
www.cystrategy.com

**Industry/Professional
Associations & Certifications**

- Montgomery County, MD Veterans In Procurement (VIP) Graduate
- Microsoft Certified Systems Engineer (MCSE)
- Microsoft Solution Development Partner
- FactSet Certification in Financial Modeling
- Pragmatic Marketing Certified (PMC), Product Management Training
- Defense Acquisition Fundamentals of Systems Acquisition Management
- Licensed Apple iPhone / iPad Developer
- Montgomery County, MD Incubator Company located in the Silver Spring Innovation Center (SSIC)

Company Overview

C.Y. Strategy is a Mobile Technology firm that provides mobile strategy implementation, infrastructure design and development (Google, Microsoft, and Apple), and mobile application and social networking integration.

Our leadership team has over 70 years of experience in management and technology development. We use organization-level strategic planning frameworks to help our clients determine how to effectively use mobile technology to enhance mission-effectiveness. Based on our structured research approach, we recommend appropriate infrastructures and mobile technologies, and then build custom mobile software solutions to implement our client's priorities.

The future is mobile...A strategy is essential

C.Y. Strategy is focused on helping organizations to effectively implement and use mobile and social networking technology to achieve measureable results. C. Y. Strategy has the skills and experience to:

- Help develop the optimal mobile strategy consistent with an organization's business/project objectives.
- Select and integrate the most effective mobile technologies into existing infrastructures.
- Develop or tailor mobile applications (can use existing C.Y. Strategy in-house apps as appropriate).
- Provide leadership training to give managers the tools to effectively lead in the era of smartphones and social networks.

DUNS # - 832343185

CAGE Code - 5S7G6

**Security Clearances
available on
request**

Industry NAICS Codes

- 541611
- 541512
- 541511
- 611430
- 541720
- 541618

Areas of Specialization

- Strategy for Mobile Infrastructure
- Mobile Application Development
- IT Strategy
- IT Infrastructure
- Strategy Execution
- Organization Strategy
- Organization Design
- Leadership Training
- Management Training
- User Training
- Operations Review
- Best Practices Implementation
- Key Metrics Identification
- Process Review
- Social Networking

Biz Cert's & Reg's

- Small Business
- Veteran Owned Business
- Minority Owned Business



Gregory B. Coleman - Managing Director, Services

Education

- **The Wharton School, University of Pennsylvania** - Master of Business Administration; Dual Major in Finance and Entrepreneurial Management
- **United States Air Force Air Command and Staff College**
- **United States Air Force Squadron Officer School**
- **United States Air Force Academy** - Bachelor of Science; Major in Electrical Engineering Graduate with Military Distinction (#50 of 994 in Leadership Performance)

Professional Experience

- **2009 - Present: C.Y. Strategy, LLC** - Managing Director
- **2010 - Present: 201st Airlift Squadron, D.C. ANG** - Deputy Commander, Operations Support Flight / Gulfstream 100 Program Manager
- **2009: Freedom Holdings, LLC** - President / Independent Consultant
- **2008: CB Nesbit & Company** - Venture Capital Intern
- **2004 - 2009: 201st Airlift Squadron, D.C. ANG** - Chief, Aircrew Training / Operations Program Manager / Flight Commander
- **2003 - 2004: 6th Operations Group, USAF** - Executive Officer / Gulfstream V Instructor Pilot
- **2001 - 2003: 310th Airlift Squadron, USAF** - Assistant Chief of Readiness / Gulfstream V Pilot
- **1997 - 2001: 32nd Air Refueling Squadron, USAF** - Executive Officer / KC-10A Instructor Pilot
- **1995 - 1997: 71st Flying Training Wing, USAF** - Student Pilot

O. Benjamin Young, III - Managing Director, Products

Education

- **The Wharton School, University of Pennsylvania** - Master of Business Administration; Concentration in Strategy (Palmer Scholar -top 5% of Graduating Class)
- **University of Virginia** - Bachelor of Science; Major in Computer Science, Minor in Economics

Professional Experience

- **2009 - Present: C.Y. Strategy, LLC** - Managing Director
- **2009: Angel.com** - Senior Director, Innovation & Strategy
- **2005 - 2008: Precipia Systems, Inc.** - Director, Technology & Strategy
- **2000 - 2005: Microstrategy, Angel.com** - Lead Product Engineer
- **1998 - 2000: Accenture** - Consultant
- **1996 - 1998: Lockheed Martin Federal Systems** - Software Developer



Alfred B. Coleman - Chief Integration Officer

Education

- **The Wharton School, University of Pennsylvania** - Master of Business Administration; Major in Management emphasizing Strategic Information Systems
- **United States Naval Academy** - Bachelor of Science; Major in Mechanical Engineering
- **Doctoral candidate in Educational Psychology/Collaborative Learning at the University of Tennessee**
All but Dissertation (ABD)

Professional Experience

- Program Manager, Account Executive, and Security Officer at Total Immersion Software, Incorporated, a Department of Defense software development contractor
- Microsoft Certified Professional and a Certified Microsoft Solutions Framework Practitioner
- Co-founder and Partner of two consulting firms, Strategic Deployment Systems, Incorporated and Quality Development Incorporated
- Marketing and Market Planning Manager at IBM
- IBM Large Systems Advisory Representative and Marketing Representative
- Designated Naval Aviator (Pilot)
- Division Officer and Department Head in the United States Navy

Denise W. Coleman - Managing Director, Collaborative Learning

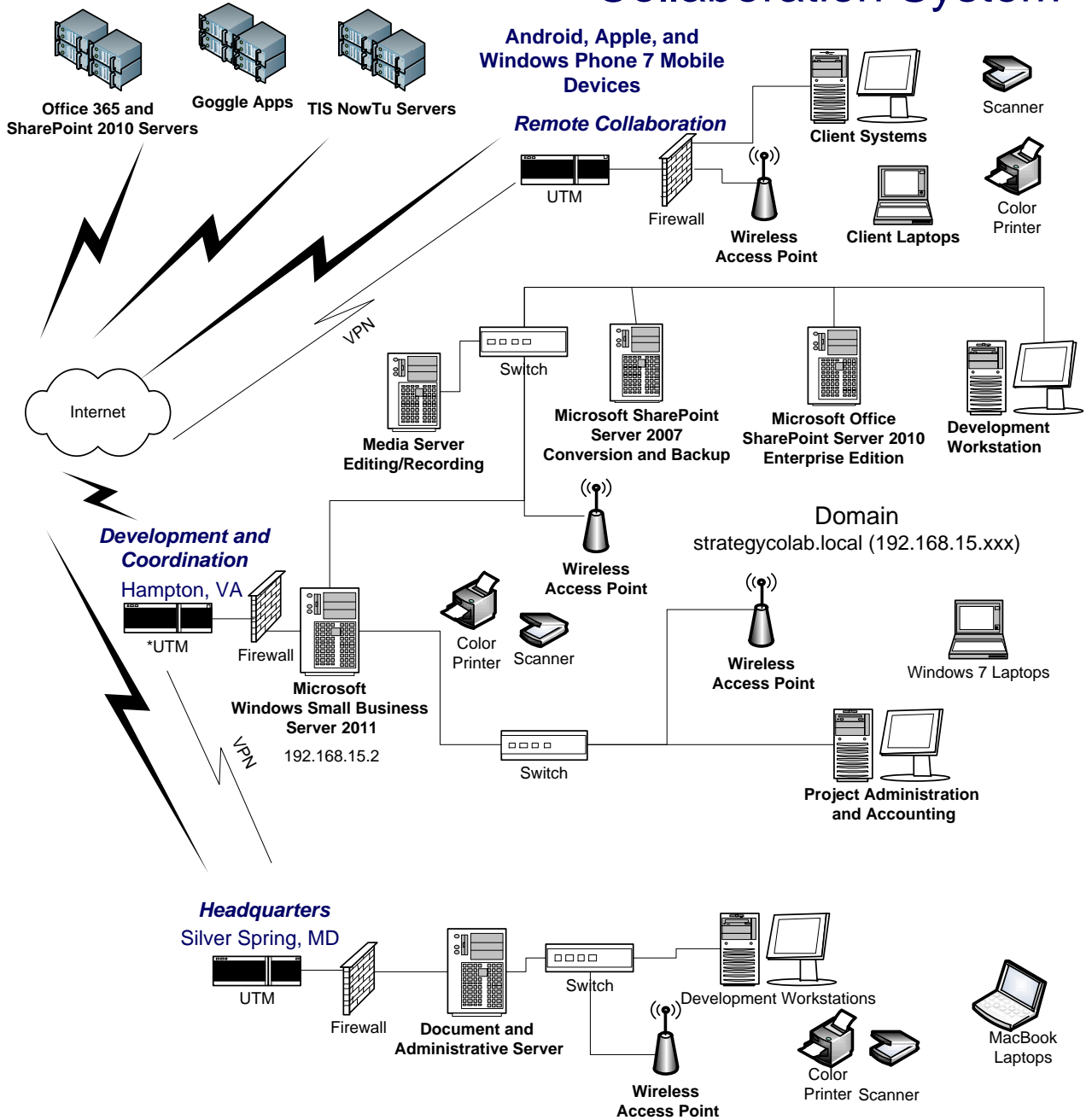
Education

- **University of Tennessee** - Master of Science in Leadership Studies
- **Old Dominion University** - Bachelor of Science in Business Administration
- **Doctoral candidate in Educational Psychology/Collaborative Learning at the University of Tennessee**
All but Dissertation (ABD)

Professional Experience

- Co-founder and Partner of two consulting firms, Strategic Deployment Systems, Incorporated and Quality Development, Incorporated
- Microsoft Certified Professional
- Customer Center Manager at IBM
- IBM Marketing Representative
- Xerox Account Executive
- Television Account Executive
- Miss Norfolk and Runner-up Miss Virginia

Installed Collaboration System



* UTM - Unified Treat Management System and Router