

# THE RIVER COMPANY, LLC

📍 Cambridge, Maryland

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UEI: GLNPSEJCMU94 | CAGE Code: 16KG1 | Status: Active through 10/31/2026

Certifications: NMSDC-Certified Minority Business Enterprise (MBE) | Minority-Owned Small Business | HUBZone Application Submitted | 8(a) Application Submitted

## COMPANY OVERVIEW

The River Company, LLC provides federal program implementation, stakeholder engagement, and performance management services to U.S. government agencies and prime contractors. We specialize in translating complex policy into measurable operational outcomes across healthcare, public health, and international development programs.

Our leadership team has collectively executed \$20M+ in federal contracts, supported 90+ site operations, and delivered quantifiable results: \$130M revenue acceleration | 45% cycle time reduction | 98% customer retention.

As an NMSDC-certified MBE, The River Company is positioned to support corporate supplier diversity programs, federal primes, and mission-driven organizations seeking capable small business partners for execution-heavy work.

## LEADERSHIP & RECOGNITION

Paul Ryan Elliott, Principal | Program Strategy & Communications

Wine Enthusiast Magazine "40 Under 40" | 5+ years federal program management (USACE, VA) | International market development & cross-border coordination expert

Ashley Nicole Adams, Principal | Healthcare & Program Strategy

Healthcare operations executive | Multi-facility transformation specialist | Expert in revenue cycle optimization, clinical operations, and enterprise performance improvement

Julie Elliott-Mortong, Senior Operations Director | Federal & State Program Operations

90+ site federal/state program director | COVID-19 vaccination response operations leader | Expert in multi-jurisdiction coordination, rapid mobilization, and public health program implementation

Team Results: \$20M+ federal contracts | Zero deficiencies | Featured: Wine Enthusiast | Black Enterprise

# CORE COMPETENCIES

## Federal Program Implementation

Federal-to-state alignment | Performance monitoring & evaluation (PM&E) | Grant compliance & reporting | Multi-site operations (90+ locations) | Contract lifecycle management | SOP design

## Stakeholder Engagement & Change Management

Cross-jurisdictional coordination | Adoption strategies | Training program rollout | Interagency coordination | Behavioral alignment

Sectors: Healthcare & public health | Workforce & grant programs | International market entry & distribution

Contracting: Prime contractor | Subcontractor/teaming partner | GSA Schedule (in progress) | Mentor-protégé partnerships

# PAST PERFORMANCE HIGHLIGHTS

## Federal Construction – U.S. Army Corps of Engineers

Fort Belvoir Community Hospital (Maxi-Con2) | 2007–2011 | \$20M+ managed portfolio

- Program operations oversight for one of the region's largest federal healthcare facility construction programs
- Managed \$2.5M self-performed work + \$20M in subcontract awards with zero deficiencies
- Coordinated prime contractors, subcontractors, and federal stakeholders ensuring USACE compliance
- Supported largest East Coast air barrier installation; implemented performance monitoring frameworks

Recognition: Black Enterprise Magazine (Aug. 2010) for exemplary federal project execution.

Reference: Dave Procida, VP Business Development, Component Assembly Systems | 410-707-2734 | [davidkprocida@gmail.com](mailto:davidkprocida@gmail.com)

## Federal Program Management – Department of Veterans Affairs

VA Medical Records Destruction & Compliance | 2007–2009 | Ashburn, VA

- Managed sensitive HIPAA-compliant medical records program across multiple VA facilities
- Increased revenue to \$1.5M+ through account optimization and waste material capture
- Supported federal IT wins raising contract value 120% | Improved profit margins 30%
- Implemented performance tracking ensuring regulatory compliance and service delivery

## International Market Entry & Stakeholder Coordination

Cross-Border Program Implementation | 2012–2024 (Consulting: 2022–2024) | \$150K annually

- Designed international expansion securing exclusive Caribbean distribution rights
- Negotiated sole-source agreement with Bahamas' largest importer/distributor
- Established 100+ hospitality accounts across Caribbean + 15+ U.S. markets
- Developed stakeholder training frameworks and culturally adapted messaging
- Built cross-border compliance frameworks navigating customs and international logistics

Recognition: Wine Enthusiast "40 Under 40" for product development and international market development leadership

Reference: Erin Driscoll, VP Marketing, The Martin Group | (703) 473-0449 | [edriscoll@themartingroup.io](mailto:edriscoll@themartingroup.io)

## Healthcare System Transformation

Multi-Facility Hospital Operations | 2018–2020 | \$300K annually

- Led enterprise operational transformation during clinical integration and EPIC rollout
- \$130M revenue acceleration (45% billing cycle reduction) | 9.57% topline recovery
- 15% profit margin improvement | Led 824 personnel across multi-state implementation
- 98% customer retention following workflow redesign

Reference: Laura Stocks, VP Revenue Cycle, Healthrise | (586) 883-4352 | [laura.stocks@gmail.com](mailto:laura.stocks@gmail.com)

## DIFFERENTIATORS

- ✓ Proven federal performance: \$20M+ executed | USACE + VA experience
- ✓ Cross-industry innovation: Commercial strategies applied to federal programs with measurable results
- ✓ Rapid mobilization: 90+ COVID sites in 120 days | Multi-site coordination expertise
- ✓ Small business partner: HUBZone & 8(a) pending | Minority-Owned certified | Mentor-protégé experience
- ✓ Award-winning leadership: Wine Enthusiast 40 Under 40 | Black Enterprise featured
- ✓ Cross-border coordination: Experience navigating multi-jurisdictional environments and stakeholder alignment across domestic and international contexts
- ✓ Quantifiable outcomes: \$130M revenue growth | \$1.5M program expansion | 120% contract increases
- ✓ Certified MBE partner: NMSDC-certified minority business enterprise | HUBZone & 8(a) pending | Built for prime contractor teaming, supplier diversity, and execution support

# NAICS CODES & FEDERAL EXPERIENCE

## NAICS:

**541611** — Management Consulting  
**541618** — Other Management Consulting  
**541613** — Marketing Consulting  
**611430** — Professional & Management Development Training  
**541511** — Custom Computer Programming Services  
**541512** — Computer Systems Design Services

## Federal Performance:

Prime: \$2.5M+ | Subcontract Manager: \$20M+ | Portfolio: \$20M+  
Contract Types: FFP, T&M, Cost-Plus | Agencies: USACE, VA, HHS (state programs)



## Target Agencies:

*Domestic:* VA, HHS, CDC, HRSA, HUD, FEMA, USSOC, DLA  
*International:* USAID, MCC, State, USTDA, ITA, Commerce

# CONTACT & REFERENCES

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 [www.therivercompany.co](http://www.therivercompany.co) |  Cambridge, Maryland | Certified: NMSDC Minority Business Enterprise (MBE)

## References:

- Dave Procida, *Title at Time of Contract: Principal/Representative, Component Assembly Systems; mentor-protégé partner and subcontractor to MAXI-CON2* | 410-707-2734 | [davidkprocida@gmail.com](mailto:davidkprocida@gmail.com) (Program Execution)
- Seneca Hayden, *Title at Time of Contract: Partner/CRO, Circle MSP* | 949-701-5642 | [seneca@circlemsp.com](mailto:seneca@circlemsp.com) (Marketing Leadership)
- Erin Driscoll, *Title at Time of Contract: VP, Marketing, The Martin Group* | 703-473-0449 | [edriscoll@themartingroup.io](mailto:edriscoll@themartingroup.io) (Development & International Coordination)
- Laura Stocks, *Title at Time of Contract: VP of Revenue Cycle, Healthrise* | 949-701-5642 | [laura.stocks@gmail.com](mailto:laura.stocks@gmail.com) (Operational Leadership)

*Detailed past performance narratives available*