



## Create04, LLC Consulting Services

***Go-to-Market Strategy and Execution Planning for Successfully Targeting, Marketing and Selling***



**Principal: Karen C. Gauthier**  
Richmond, VA

\*\*\*\*\*

Office / Mobile: 804-241-7914

E-mail: [karen@Cre804.com](mailto:karen@Cre804.com)

LinkedIn: [www.linkedin.com/pub/karen-gauthier/6/4ab/862](http://www.linkedin.com/pub/karen-gauthier/6/4ab/862)

Twitter: [twitter.com/FedChic](https://twitter.com/FedChic)

Facebook: <https://www.facebook.com/Cre804>

20-plus years of experience in marketing and business development strategy and execution

Marketing experience from client and agency perspectives

Extremely knowledgeable in fully integrated marketing and advertising strategy, planning and implementation

GSA Schedule Proposal Development Specialist

Sales & Marketing Executives International (SMEI) Certified

Past American Marketing Association (AMA) Board Member

National Institute for Social Media (NISM) Strategist

\*\*\*\*\*

*According to the Victory in Procurement™ (VIP) Survey: “Strategies for Small Business Procurement Success” (American Express OPEN for Government Contracts): “Given the Government goal of awarding 23% of their spending (>\$500 billion annually) to small firms – some \$115 billion annually – Federal contracting is an important avenue of growth ... And it is important to learn more about the challenges and successes small business owners are having pursuing Federal contract opportunities ... Successful small business(es) have made a much more significant investment of time and money in pursuing Federal contracting opportunities than less successful counterparts ... Active contractors estimate they committed, on average, more than \$86,000 in cash and staff resources (per year) seeking contract opportunities ... (And) it took nearly two years (20 months) to win their first Federal contract.”*

*“In my 30 years of studying the Business-to-Government (“B2G”) Market, I have observed that 90 percent or more of the companies that try to enter the market fail the market. They fail not from lack of skill at what they do; they fail from lack of understanding the nuances of a new market – a different market – with rules arcane enough to cover literally tens of thousands of pages of ‘Government Speak.’ They do not adapt ... There are many pieces to the Government Market puzzle; without all the pieces, the picture is never complete ... There are many ways to succeed in the Government Market; each path is different ...*

*The Government Market is only sexy if you really like money ...”*

*“SELLING TO THE GOVERNMENT:  
What It Takes to Compete and Win in the World’s Largest Market”  
Mark Amtower (John Wiley & Sons, Inc.)*



\*\*\*\*\*

## Overview of a *Go-to-Market Readiness Assessment* from Create04

**Our Commitment:** *Research, development and delivery of a formal and “actionable” Go-to-Market Readiness Assessment, designed for and exclusive to the Client.*

### All Create04 Consulting Services work will ...

- Leverage industry best practices, processes and methodologies
- Include, but not be limited to, the “*Readiness Checklist*”
- Be conducted by Industry experts
- Involve Clients’ key stakeholders (decision makers and influencers)
- Be performed on behalf of Client to stated budget, deadline and service levels
- Be performed to the highest of Client’s business, ethical and quality standards, and under a Non-Discloser Agreement (NDA), if required
- Be performed with no external conflicts of interest
- Be exclusive to the Client
- **TIMING:** Not to exceed 30 (thirty) days from project start
- **COST:** Not to exceed 40 (forty) aggregate hours at \$125\* (one-hundred-twenty-five dollars) per hour

*(\*NOTE: All telephone, computer and office expenses to be include in rate. All out-of-town travel expenses, if required, to be billed separately and at cost; all automobile mileage expenses to be billed separately at Federal Government Privately Owned Vehicle (POV) Mileage Reimbursement Rate of \$0.575 per mile.)*

### For More Information, *Please Contact ...*

**Karen C. Gauthier**

Office / Mobile: 804-241-7914 | E-mail: [karen@Cre804.com](mailto:karen@Cre804.com)

*LinkedIn:* [www.linkedin.com/pub/karen-gauthier/6/4ab/86](http://www.linkedin.com/pub/karen-gauthier/6/4ab/86)

*Twitter:* [twitter.com/FedChic](http://twitter.com/FedChic)