

Deb Yeagle

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OBJECTIVE

To apply my extensive experience in Government contracting and civil service to provide mentoring and advisory assistance through short-term project-based work and/or long-term corporate support.

ADVISORY SKILLS

- Strategic Growth
- Business Development (BD)
- Capture Planning
- Marketing
- Networking
- Teaming Partner Vetting
- Mentoring

PERSONAL SKILLS

- Organized, self-driven, self-aware, and results-oriented
- Excellent communication and interpersonal skills
- Experienced program / project manager and technologist with a deep understanding of the defense mission, policy, and technical requirements
- Creative and innovative problem-solving approach for applying technology to develop solutions

EDUCATION AND CERTIFICATIONS

- B.S., Computer Science, James Madison University, May 1987
- Project Management Professional (PMP) Certification, Project Management Institute (PMI), April 29, 2011
- Association of Proposal Management Professionals (APMP), Foundation Level Certification (CF APMP), November 30, 2012
- Certified Project Master (CPM), Institute of Project Management (IPM), December 17, 2017
- IBM Introduction to Data Science Specialization Certificate, May 21, 2020
- Amazon Web Services (AWS) Certified Cloud Practitioner, June 3, 2020

PROFESSIONAL SUMMARY

Mrs. Yeagle brings nearly 40 years of experience from both industry and civil service sides of Federal Government contracting, with a background in both Operations (Program Management) and Business Development (BD) (Opportunity Identification / Qualification, Proposal Planning / Capture, Proposal Management / Development). During her 25+ year career in the Department of Defense (DoD), Mrs. Yeagle held various leadership positions at the Joint Warfare Analysis Center (JWAC) and Naval Surface Warfare Center (NSWC), Dahlgren, VA. During her 13 year career in private industry, Mrs. Yeagle has held a wide variety of BD and operational leadership roles in the Defense, Intelligence, and Federal Civilian markets. Since working in the BD field and submitting her first winning proposal in 2009, Mrs. Yeagle has been responsible for over \$5.3B in contract awards, with over \$4.2B of those contracts awarded since she founded Plan To Win, Inc. in November 2014.

Mrs. Yeagle possesses a diverse understanding across a wide variety of Federal Government customers and mission sets, including DoD, the Intelligence Community (IC), Department of Homeland Security (DHS), Department of Veterans Affairs (VA), Department of State (DoS), Department of Energy, and Department of Treasury. Her knowledge and understanding of technical and management requirements to support customer mission sets includes IT Services and Products; Training and Advisory Services; Counterterrorism; Homeland Defense; Engineering; Modeling & Simulation (M&S); Research and Development (R&D); Intelligence Analysis; Logistics; Program Management Support Services; Strategic Communications; and Health Care, among others.

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PROFESSIONAL EXPERIENCE HIGHLIGHTS

President, Plan To Win, Inc.

2014-Present

- Perform BD, capture management, proposal management, proposal development, training, and process/product assessment services for numerous clients across the U.S., responsible for contract awards valued at \$2.7B+ to date.
- Help clients build opportunity pipelines, perform capture planning, manage proposals, and write proposal responses, accomplishing efficient proposal writing, editing, and reviewing in half the time compared to Shipley Associates metrics.

Vice President, Capture & Proposal, Mayvin, Inc.

2019 – 2020

- Implemented processes for opportunity qualification, capture management, proposal management, and proposal development and performed all capture and proposal functions for contract opportunities valued at \$500M+.
- Upgraded and refreshed proposal model content and past performance libraries, marketing materials, and pipeline of strategic growth opportunities.

Capture Manager, A-T Solutions, Inc.

2011 – 2014

- Performed capture management and proposal development for Defense and National Security Groups, with contract opportunities valued at \$400M+ and IDIQ contracts valued at \$10B+.
- Performed development of competitive assessments, win themes, capture strategies, teaming strategies, competitive discriminators, solutions, call plans, and value-added features and benefits; key personnel recruiting; black hat analysis; and proposal writing and reviewing.

Director of DC Metro Region, DoD/Intel, Fulcrum IT Services, LLC

2010 – 2011

- Performed BD, capture management, and proposal development for DoD/Intel opportunities and pursuits, with responsibilities including lead qualification and development of competitive assessments, win strategies, capture plans, teaming / workshare strategies, competitive discriminators, solutions, call plans, marketing plans and materials, etc.
- Served as Joint Deployable Intelligence Support System (JDISS) Program Manager, responsible for execution of all awarded Delivery Orders (DOs), and performed recruiting, hiring, proposal development, oversight, and program management for various DoD and IC contracts.

Senior Program Manager, DoD/Intel, Fulcrum IT Services, LLC

2009 – 2010

- Performed recruiting, hiring, and program management for various DoD contracts.
- Led corporate branding, marketing, and business recognition efforts, resulting in numerous corporate awards.

Director, DoD & DHS Programs, Solutions Made Simple, Inc.

2007 – 2009

- Performed sales and marketing activities for SMSi's Twister Data Framework® commercial software product and capture management, proposal management, and proposal development functions in support of contract opportunities.
- Served as DHS U.S. Customs and Border Protection (CBP) Secure Border Initiative (SBI) SBInet Program Manager for the Intel Prototype System Implementation.

Head, Science, Analysis, & Engineering Department, JWAC

2006 – 2007

- Supervised and led over 300 scientists, engineers, and analysts, leading command-wide initiatives for workforce learning and growth; professional development; and training.

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CIO and Director, Information Systems Directorate (J6), JWAC 2005 – 2006

- Supervised and led workforce of 150 civilian, military, and contractor employees responsible for Software Development, IT Operations, and prioritization and management of 100 different IT projects spanning multiple portfolios and security domains / networks.

Deputy Director, Operations Directorate (J3), JWAC 2003 - 2005

- Supervised and led workforce of 150 military and civilian personnel responsible for analysis and production in support of operational tasking.
- Led J3 during Crisis Action Team (CAT) production and customer support during Operation Enduring Freedom (OEF) / Operation Iraqi Freedom (OIF).

VOLUNTEER EXPERIENCE HIGHLIGHTS

Mentor, Camaraderie Foundation 2020-Present

- Provide mentorship to assist transitioning service members and spouses in preparing for a career in the local Tampa, FL community through the Mentor Leadership Program.

Board Member, Advisory Board Council (ABC) 2018-Present

- Provide advice in marketing, BD, and strategic planning to small businesses through the Florida Small Business Development Center (SBDC) at the University of Central Florida (UCF) through quarterly board meetings and mentoring.

Advisor, American Corporate Partners (ACP) AdvisorNet 2016-Present

- Provide mentoring to transitioning military and Veterans through the ACP AdvisorNet website, composing responses to questions and offering entrepreneurial, career, and networking advice, and reviewing / editing resumes for both Federal Government and private industry positions.

eMentor, Military Entrepreneur eMentor Community 2017-Present

- Provide mentorship support to aspiring entrepreneurs from the military community to move protégés forward in achieving their entrepreneurial goals.

Certified Mentor, SCORE Tampa Chapter 2017 – 2018

- Mentored clients and support workshops to pass on knowledge to the next generation of entrepreneurs in the Tampa, FL community.
- Recognized as Master Mentor with Chairman's Award in 2018 (100+ Hours of Mentoring).

Business Advisor, Operation Startup 2017 – 2018

- Mentored OPSU members of the Veteran business start-up community in Tampa, FL to help facilitate a positive transition to civilian business ventures.

Chair, Subcommittee for M&S Certification, National Center for Simulation 2013 – 2015

- Developed and executed the Management Plan and Marketing Campaign for the first and only high school certification program for M&S in the country.

PUBLICATIONS AND AWARDS

- Co-Author, [A Guide to Getting It: Vibrant & Lasting Relationships](#), Clarity of Vision Publishing, November 2007
- Monthly Newsletter, "JWAC Coaching Playbook," recognized by Mary Lacey, National Security Personnel System (NSPS) Program Executive Office (PEO), Letter of Commendation, May 2006
- JWAC Bob Hudson Leadership Award, 2001