

DIVERSITY MATTERS

UNDERSTANDING THE
POWER OF INCLUSION

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Denver, Houston and Miami

CAPABILITIES STATEMENT

NAICS CODES

- 541611
- 541613
- 611430
- 541720
- 921190
- 61143

DUNS

12-456-5942

CAGE CODE

9XMS1

UEI NUMBER

UVPWCABJCCD3

NIGP CODE

918-79

HOUSTON VENDOR DIVERSITY SUPPLIER NUMBER

168854

PCS

U008

CO VSS NUMBER

VS50000000054634

ABOUT US

Diversity Matters is a Diversity, Equity, and Inclusion (DEI) consulting firm committed to empowering minorities in the workforce. We collaborate with entrepreneurs in our communities to share resources and knowledge, build professional networks, and propel diverse organizations to success.

SERVICES

- Business Consultation.
- Minority Certifications.
- Federal Contracting Support.
- Grant Writing.
- DEI Training.
- RFP Research and Writing.
- Payroll Process and Procedures.
- Keynote Speaker Services.
- DEI Research & Data Analysis.
- Inclusive Marketing.
- Human Resources Services and Audits.
- Administrative Assistance and Process Development

COMMODITY CODES

NIGP 91501	Advertising Agency Services
NIGP 91502	Advertising Services, Including Notice of Bid Solicitation, Statutory Notices, Legal
NIGP 91503	Advertising and Public Relations, Including Skywriting
NIGP 91522	Communications Marketing Services
NIGP 91807	Advertising Consulting
NIGP 91876	Marketing Consulting
NIGP 96153	Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc.

DIFFERENTIATORS

- MBE, WBENC, and DEI certified.
- Owned and staffed entirely by outstanding minority talent.
- Combined 20+ years' experience executing DEI initiatives across industries.
- Data-driven approach with mixed-methods research expertise.
- Customized assessments and strategies to serve each organization's unique needs.
- Committed to partnering with local organizations in our community.
- Collaborative consulting method that teaches business leaders how to evolve and sustain their DEI efforts over time.

CORE CAPABILITIES

- ✓ **DEI Consulting:** Identifying gaps in diversity, equity, and inclusion (DEI) and crafting actionable plans to address them collaboratively.
- ✓ **Small Business Consulting:** Personalized guidance for small business owners encompassing federal contracting, MBE certification, supplier diversity, commercial loan eligibility, and related areas.
- ✓ **Training & Development Programs:** Engaging educational sessions, role playing, and teamwork activities to educate on DEI, counter unconscious biases, and promote allyship within organizations.
- ✓ **Research:** Conducting surveys, interviews, and focus groups to assess and monitor progress in diversity, equity, and inclusion initiatives. Inclusive Marketing: Crafting websites and social media campaigns using inclusive language and diverse representation for broader reach and impact.
- ✓ **Understanding of Federal Acquisition Regulations (FAR):** Experience with specific agencies and knowledge of socio-economic programs.
- ✓ **RFP Search and Identification:** Keyword research and market intelligence and RFP writing and Proposal Development.

PAST PERFORMANCES

- ➔ **Colorado Secretary of State MBO:** Inclusive Marketing, Research and Assessments, DEI Consulting.
- ➔ **Murcia International Group LLC:** Inclusive Marketing, Federal Contracting, Minority Certifications, Diversity Supplier.
- ➔ **Babco Services LLC:** Inclusive Marketing, Federal Contracting, Minority Certifications, Diversity Supplier, DEI training. • Score: Training and Development.
- ➔ **Legends Grooming Lounge:** Inclusive Marketing , Research and Assessments.
- ➔ **AXM Ground Up:** Inclusive Marketing, Veteran Certification, Federal Contracting, Grant Writing.
- ➔ **Mildes LLC:** Inclusive Marketing, Minority Certifications, Federal Contracting.
- ➔ **Texas Tech Trade School:** Inclusive Marketing, Grant Writing, MBE Certification.
- ➔ **Picolinis Animal Rescue:** Social Media Management and Non-Profit Grant Writing.

CERTIFICATIONS



**Diversity, Equity,
and Inclusion**



**Minority
Business Office**



**WBENC Women-
Owned Business**



**HUB
Certification**

**DIVERSITY
MATTERS**

POINT OF CONTACT

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