



# CAPABILITY STATEMENT

## V. WOODS ENTERPRISES

V. Woods Enterprises helps organizations think about “what’s next” to achieve transformational results. The firm partners with clients to rethink strategy, attract more investment, and get more results from their strategic plans, including housing and economic development plans. We work side by side with client leadership teams to translate strategic goals into implementation plans. The firm is a minority-owned and WBENC-certified enterprise serving clients throughout the U.S. within the nonprofit, government, and corporate sectors.

### Company & Industry Codes:

DUNS Number 079364289 • NAICS 541611, 541613, 541618 • WBENC National Certification 2005126363

### CORE SERVICE AREAS

<b>MARKET ANALYSIS</b>	We advise on how to evaluate strategic alternatives to achieve an organization’s growth objectives including: Real Estate Market Analysis, Feasibility Analysis, New Opportunity Assessment, Market Research.
<b>STRATEGIC PLANNING</b>	We recommend strategies to improve business planning including: Strategic and Business Plan Development, Change Management, Process Redesign, Technology Selection and Implementation, Outsource Vendor Management & Selection, Project Management.
<b>MARKETING STRATEGY</b>	We advise on how to develop outreach campaigns for internal and external stakeholders including: Crisis Management Communications, Business Database Management, Multi-Channel Marketing Campaign Strategy, Community Engagement.

### DIFFERENTIATORS

- Team has over 20 years of experience with **strategic implementation**, including introduction of new business models, programs, and markets.
- Knowledge of best practices in **technology development and business process redesign**.
- Experience with designing **change management communication strategies** including, executive updates, stakeholder outreach, and employee notices
- **Multi-disciplined experience** within network of consultants, including Marketing, Operations, Human Resources, and Finance.

### REPRESENTATIVE PROJECTS

- **Lower East Side Coalition Housing Development** — Strategic planning and facilitation.
- **NALEO Educational Fund** — Strategic planning and facilitation.
- **Rovi Corporation** — Implementation planning support for global outsourcing initiative.
- **CEO Connection** — Marketing campaigns for economic development programs targeting mid-market firms.
- **Hill Investments** — Business planning for real estate contracting firm.

### About the Principal—Veronica Woods

- M.B.A., Finance, The Wharton School of the University of Pennsylvania; B.A., Economics, Northwestern University
- Past Corporate experience includes: Dun & Bradstreet, Travelport, Medco Health Solutions, and Merrill Lynch

**Contact: Principal, Veronica Woods**  
**Email:** Veronica@VWoodsEnterprises.com  
**Phone:** 973-996-8345  
**Fax:** 877-617-2667



**Mailing Address**  
 PO Box 401  
 South Orange, NJ 07079  
 www.VWoodsEnterprises.com