



CAPABILITY STATEMENT

V. WOODS ENTERPRISES

V. Woods Enterprises helps organizations move their visions for real estate and economic development from idea to results. We work side by side with client leadership teams to evaluate risks/opportunities, map out new processes, and identify critical resources for implementation. We provide insight on a variety of planning projects from site evaluation to overall strategy. The firm is a minority-owned and WBENC-certified enterprise serving clients within the non-profit, government, and corporate sectors.

Company & Industry Codes:

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

CORE SERVICE AREAS

MARKET ANALYSIS	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, Neighborhood Needs Assessment, and Other Due Diligence.
STRATEGIC PLANNING	We recommend strategies to improve business planning including: Strategic and Business Plan Development, Change Management, Process Redesign, Diverse Supplier Vendor Matching, Project Management.
MARKETING STRATEGY	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 evaluation and launch of new business models, programs, and markets.
- Background in **small business** and urban **business corridor** development.
- Experience with designing **change management communication strategies**, including stakeholder outreach.
- **Multi-disciplined experience** within a network of consultants, including Marketing, Operations, Human Resources, and Finance.

REPRESENTATIVE PROJECTS

- **Lower East Side Coalition Housing Development** — Strategic planning and facilitation.
- **Hill Investments** — Business planning and feasibility analysis for potential development deals.
- **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.

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

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