

Whitney R. Stowell

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EXPERIENCED MANAGER and STRATEGY PROFESSIONAL

Successful business and strategic planning professional with 12+ years of experience. Proven track record of developing and implementing organization and department level strategies to grow and manage new and existing clients across commercial, startup and nonprofit markets. Experience launching new products, services and growing market share; managing relationships and growth initiatives. Core competencies in:

Business Development
Competitive Analysis
Team Management

Pursuit & Capture Strategy
Brand Development
Research and Analytics

Marketing Strategy
Project Management
Roadmap Planning

RELEVANT PROFESSIONAL EXPERIENCE

MANAGING PARTNER, Cribworks LLC, Washington DC

11/2019 – Present

Owner in charge of building and driving a boutique sales and business development consulting firm through implementing strategy, value creation, and executing growth to clients.

- Cribworks works with their clients through full range of business development needs all tailored to specific needs
- Work directly with ownership to establish short term and long-term plans in sales, operations, marketing, finance and identifying risks to developing/recommending mitigation strategies and internal consulting on subject matter
- Lead engagement strategy for development and execution of overall salesforce and business development teams, including sales training, creating new business, customer service and marketing campaigns

CAPTURE MANAGER, Signify (Formerly Philips Lighting), Washington DC

01/2016 – 10/2019

Manager focused on leading the creation, development, planning, strategy, and implementation of lighting solutions for customers throughout the Public Sector markets.

- Serve as a team lead or co-lead on 20 public sector project captures worth over \$150M
- Developed and managed first company-wide proposal and capture plan strategies for Sales, Engineering, Proposal, Government Relations and Executive teams on projects worth \$1M to \$100M
- Team Lead on developing and executing company as a certified Department of Energy (DOE), Federal Energy Management Program (FEMP) company and GSA-Schedule 84 Prime contract holder
- Developed upcoming campaigns, go-to market engagements, business strategy development plans and forecasts for future growth and establishing short & long-term targets in conjunction with Signify Marketing Team
- Coordinate the activities of the diverse Public Sector account executives, business development, proposal and technical teams to ensure proposal responses carry out winning capture strategies, win themes, and competitive discriminators, from pre-RFP/deal qualification to submission of final proposal

CAPTURE MANAGEMENT ANALYST, Philips, Washington DC

10/2012 – 12/2015

Management role responsible for development of new and existing businesses for the Government Solutions Group, a newly created division under Philips focused on Public Sector markets.

- Developed strategic partnerships with industry leaders, fostered account relationships, analyzed long-term value creation across key public markets including Defense, Healthcare, Homeland Security, VA and State & Local
- Strategically developed >\$100M of new business over 2 years through building new relationships with clients, accessing new markets and strengthening the Philips brand
- Led an 8 person-team through successful capture of State of Florida Shared Savings Efficiency Contract
- Led successful bid pursuit in GSA's Green Proving Ground (2013 & 2014), a highly selective federal program for evaluation of innovative, next generation building technologies

CAPTURE MANAGER, *Chenega Corporation*, Lorton, VA

07/2011 – 08/2012

Manager responsible for providing overall capture leadership and execution for with Federal clients.

- Served as Lead Capture Manager and team lead, selected by company President, for firm's successful bid for the \$23B multi-award IDIQ Enhanced Army Global Logistics Enterprise (EAGLE) project
- Produced and led 5-person team to win \$2.5M US Army computer services contract
- Facilitated winning of major Federal contracts through creating win strategies, developing solutions, performing market intelligence, gap analysis, and pricing to win strategies

BUSINESS CAPTURE STRATEGIST, *Elbit Systems of America*, McLean, VA

08/2009 – 07/2011

Operative position with emphasis on developing and implementing business strategy and plans for value creation within the C4ISR, Land, Sensor and Electro-Optics, UAS, border security systems, training and simulation markets.

- Collaborated with senior executive team on major opportunities ranging from \$1M to \$3B
- Provided capture, sales support and market intelligence on \$11M USMC JTAC-LTD electro-optic deal
- Captured business through analyzing requirements, gaps, partnering strategies, competitive analysis, market integration and identifying value creation

OTHER RELEVANT EXPERIENCE

COMMERCIAL MANAGER, *Old Glory DC – Major League Rugby (MLR)*, Washington DC 11/2017 – 10/2019

Manager focused on growing sponsorship, managing organizational structure, expanding business operations and establishing community development to launch Washington DC's first professional Major League Rugby team.

- Worked with owners to develop and execute a go to market strategy that included corporate sponsorships, ticket sales, brand development, investor relations, match day planning to player signings
- Instrumental in signing major team sponsors, including: Leidos, Cuisine Solutions, Iron Vine Security, and The Supply Room within 6 months of team launching
- Generating awareness to the Greater Washington DC area, nationally and internationally to maximizing the appeal of team brand to potential sponsors and general public
- Led cross functional team of 10 with owners coordinating preparation and solving logistical issues of season schedule
- Led match day efforts on-site for commercial sponsors. Coordinate preparation, implement roles & responsibilities for staff and teams involved to ensure smooth planning and execution

PRESIDENT, *Washington Irish Rugby Football Club*, Washington DC

05/2015 – 06/2018

Executive in charge of driving to grow a competitive non-profit rugby club based in Nation's Capital through leadership, change management, partnerships and social collaboration.

- Responsible for all aspects of the Club functions (growth, recruiting, strategy, operations, marketing)
- Managed and led successful 10-member Executive Committee team, 3 teams (Division 1, Division 3, Development side), 80+ active players, 5 coaches and Old Boy/Alumni network
- Grew Irish 5x in terms of size was recognized as one of the largest clubs in the country by USA Rugby
- Successfully led Irish to 2017 USA Rugby Division 2 Mid-Atlantic Championships and advance to USA Rugby National Championships Round of 8 in Pittsburgh, PA. Earned promotion from Division 2 to Division 1
- Led 6 major events each year to increase sponsorships, community engagement and local marketing efforts
- Executed major sponsorship agreements with Heineken, Guinness, Oak Grove Technologies, Canterbury USA and various local Washington DC-area companies for continued club growth

EDUCATION & CERTIFICATIONS

- **Board Member – DC Post- Society of American Military Engineers (SAME)**
- **Leadership & Mentoring Program Awardee, Society of American Military Engineers (SAME), 11/2017**
- **Certified Shipley Business Development Practitioner, *Shipley University*, 08/2014**
- **Bachelor of Arts in Political Science, Minor in Economics, *Bates College*, Lewiston, ME, 05/2008**