be bold.

We are a diverse and talented team, each with our own unique background and experience. Yet, we share common values and the commitment to deliver impactful solutions and drive transformative change.

r6catalyst has become the trusted partner for delivering management, marketing, and operational excellence.

WHO WE ARE

r6catalyst specializes in developing and delivering programs and projects in strategic planning, organizational transformation, marketing and communications and change management. Our ability to create tailored outcomes to your unique challenges stems from a deep understanding of your needs.

We are a diverse and multidisciplinary team of strategic thinkers and innovative problem solvers.

As a boutique firm, we offer the agility, attention to detail, and hands-on involvement of our principals, while delivering the expertise you would expect from a larger consultancy — making us a trusted partner you can rely on.

QUICK FACTS

- Certified M/WBE, SBE, and DBE
- Over 2 decades of proven success
- Expert in developing and delivering innovative programs for government entities
- Track record of 100+ completed projects with Fortune 500 and mid-sized private entities
- Extensive team of industry-recognized subject matter experts
- NYS MWBE Impact Award recipient

CAPABILITIES

Government Solutions

Capacity Building Programs
Outreach & Technical Assistance
Small Business Certification
Contract Compliance

Marketing & Communications

Market Strategy
Customer Experience
Identity & Brand
Stakeholder Engagement
Fractional CMO

Business Strategy & Organization

Strategy & Sustainable Growth
Culture & Change
Coaching & Leadership
Workforce Transformation
Digital Transformation

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r6catalyst

OUR MISSION

Driven by our core philosophy of helping organizations evolve, we strive to always deliver impactful solutions for sustainable success.

NOTABLE PROJECTS

NJDOT Supportive Services Program
NYSDOT Mentor Protege Pilot Program
NYPA Annual Report
NYS ESD MWBE Certification Processing Center
NYPA Renewables Conferral Process & Report
NYS ESD MWBE Certification Pilot Program
NYSDOT WorkSmartNY DBE Orientation & Training Program
NYSDOT I81 Syracuse Local Hire Program
NJDOT Commitment to Communities Initiative
NYPA Sustainability Report
NYCEDC Blueprint to Success for MWBEs
NYCSCA Advanced Mentor Training for MWBEs
NetApp Market Penetration Analysis
IBM EMEA rtVMS Global Campaign
Halmar International Outreach & Engagement
NYU School of Dentistry Digital Campaign
Johnson & Johnson PM and Technology Training
Prudential Insurance CAPM Boot Camp
Blue Cross Blue Shield PMP/CAPM Training
4D/AGT Security Solutions CMO Services
NYCEDC & Mayors Office Strategic Communications
Bradford Construction Branding & Communications
Shenoy Engineering CMO Services
Intelligent Security Systems International CMO Services
Workforce Opportunity Services Upskilling & Talent Development

WHAT SETS US APART

LEADERSHIP | *We search for best solutions, and lead by example – being hard working, inspired, and knowledgeable.*

COMMUNICATION | *Constant interaction with all project stakeholders to meet the objectives and targets of the project.*

PROFESSIONALISM | *We adhere to a strict code of ethics that focuses on delivering excellence on every project we take on.*

EXPERTISE | *Each team member is a practicing industry professional with unparalleled subject-matter expertise.*

INNOVATION | *We find the best methodologies to complete objectives efficiently and cost-effectively.*

CLIENT EXPERIENCE | *We maintain contact post-project, ensuring maximum effectiveness and value.*

CERTIFICATIONS

FEDERAL

- **8 (a)**
- **DBE**: NJ, NY, PA, DE, MD, DC, OH, AZ, CA, CO, IL, NH, RI, TX, VT

STATE & LOCAL

- **NJ - MWSBE**
- **NYS - MWBE**
- **NYC - MWBE**
- **PA - MWBE**
- **DC - MWBE**
- **City of Philadelphia - MWBE**
- **NAICS Codes**

541611 - *Administrative Management & General Management Consulting*
541613 - *Marketing Consulting Services*
541430 - *Graphic Design Services*
541511 - *Custom Computer Programming Services*
541612 - *Human Resources Consulting Services*
541720 - *Research and Development*
541820 - *Public Relations Consulting*
541910 - *Marketing Research*
561110 - *Business Management Services*
561920 - *Convention and Trade Show Organizers*
611430 - *Professional and Management Development Training*