

PETE ALPAUGH

Profile

Mr. Alpaugh has almost 30 years' experience with Suss Consulting, supporting federal client engagements with market analysis, capture support, solution engineering, proposal development, and contract pricing.

- **Market Analysis** – Compile and analyze data from federal budgetary data, procurement forecasts, appropriations bills, and contract spend databases to identify and profile opportunities across defense and civil agency marketplaces.
- **Competitive Assessment** – Identify strong and dark horse competitors at the market, program and contract levels to prepare analyses on corporate and technical strengths and weaknesses, contract portfolios, partnerships, and competitive positioning.
- **Strategic Planning** – Identify trends in the commercial and federal technology marketplaces, assess client positioning to profitably capture near- and long-term contract opportunities, and develop pipeline and resource strategies to effectively compete for expanded market share.
- **Proposal Support** – Review solicitation and supporting documents, prepare project requirements and work plans, support solutioning and partner communications, prepare proposal outlines and draft content, facilitate reviews, and prepare files for submission.
- **Price Analysis** – Organize price requirements and associated cost inputs, analyze competitive price points for labor and services and products, prepare price workbooks, facilitate cost and price analyses, perform sensitivity analysis, and prepare cost/price justifications.

Relevant Experience

During his tenure at Suss Consulting, Mr. Alpaugh has supported a variety of strategic planning, development, and execution projects. Market research projects have covered segmentation and sizing, opportunity profiling, competitive assessments, product/service pricing studies and financial forecasting analyses. He has conducted in-depth assessments of client strengths and weaknesses, product and market positioning, competitive threats, and go-to-market strategy alternatives. He has structured and organized planning documents, facilitated client working groups focused on content marketing and sales plans. Mr. Alpaugh has also supported a variety of tasks to help clients operationalize these plans and assess performance toward the achievement of strategic objectives. These activities include the analysis, development, and restructuring of client business processes and organizational structures, the development of marketing and sales performance metrics, the analysis of information management processes and the launch of new business lines.

Project Highlights

As Project Manager with Suss Consulting, Mr. Alpaugh has managed and supported a variety of capture, bid and proposal engagements with network, hardware/software developers and information technology service providers.

From 2022 through 2023, Mr. Alpaugh provided strategic and tactical support for a cloud service provider vested in the largest commercial acquisition of secure offerings across the DoD. He assisted in the targeting of early adopters for commercial-like services, prepared customer win themes and briefing content, and developed competitive positioning recommendations. Mr. Alpaugh also conducted an extensive analysis of commercial service structures and features, comparable items and differentials, and price mechanisms to inform client outreach and proposal prices.

From 2015 through 2021, Mr. Alpaugh supported a large business bidder in pursuit of the GSA's \$50 billion global communications services contract. He provided up-front analysis of technical and price requirements, developed templates and models for price/cost collection activities, conducted competitive and sensitivity analyses across services and line items, and supported price bid preparation and final offer revisions. Post-award, he worked with capture and price leads to analyze requirements, develop price models, conduct competitive analyses and prepare task order price proposals for a number of large federal agencies including DOI, DOJ, DHS, SSA and DOD. Mr. Alpaugh also provided price strategy, teaming support, price book management, and win price analysis for a series of civil and defense task orders for a small business concern.

From 2010 through 2014, Mr. Alpaugh supported a small business prime contractor as proposal strategy lead and deputy proposal manager on a major DISA network engineering and implementation bid. On a sister program, he supported a large subcontractor with opportunity assessment, teaming strategy, solution development and pricing/business case analyses. He also supported a winning prime bidder on a GSA proposal for infrastructure engineering, installation, and operations. On this bid he participated in proposal planning, strategic gate reviews, and best-and-final offer negotiations with the government. Mr. Alpaugh supported a large systems integrator bid on a NIH IT services contract, providing requirements review and response template development, proposal management support and content strategy, and rolling reviews of and edits to proposal documents.

From 2009 through 2010, Mr. Alpaugh led a winning multi-billion-dollar small business VA proposal. Working as proposal manager, he had lead responsibilities for requirements analysis, proposal planning and resourcing, structure and content development, partner outreach and pricing strategy. He also supported proposal strategy, task order response development, and price volume preparation on a related VA proposal to provide integrated customer relationship management services.

From 2005 through 2009, Mr. Alpaugh provided direct capture management support for a prime bidder on what at the time was GSA's largest-ever network services acquisition. Pre-award, he supported initial opportunity shaping strategies, provided direct proposal response strategy and content development support, and participated in rolling reviews of proposal artifacts against stated requirements, win themes and discriminators. Post-award, he managed fair opportunity capture activities for a number of government buyers including DHS, DOI, USDA and the US Courts.

Education

MBA, Finance, Temple University

BS, Industrial and Systems Engineering, Virginia Tech