

CAPABILITIES STATEMENT



UEI: K8NDUVMT7W48
CAGE: 9MU83

CERTIFICATIONS:

WOSB - SBA - pending
HUBZone - SBA



NAICS:

541810 Advertising Agencies (P)

541830 Media Buying Agencies
541850 Indoor and Outdoor Display Advertising
541870 Advertising Material Distribution Svcs
541890 Other Services Related to Advertising
541430 Graphic Design Services
541613 Marketing Consulting Services
541820 Public Relations Agencies
541910 Marketing Research and Public Polling
561920 Convention and Trade Show Organizers
512110 Motion Picture and Video Production
512240 Sound Recording Studios
711510 Independent Artists, Writers, Performers

PSC:

R701 Support- Management: Advertising (P)

R426 Support- Professional: Communications
R405 Support- Professional: Operations Research

LEADERSHIP:

Elle Pierce, MA, SHRM-CP - CMO

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Clay Cutler - Chief Technology Officer

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Cristin Montalbano, Ph.D. - Chief Strategy Officer

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ABOUT PIERCE SYSTEMS

ADVERTISING YOUR MISSION, MADE EASY.

Your agency deserves clarity for your mission with advanced technology, psychology principles, and a proven advertising framework. You'll never have to worry about falling behind in technology, targeting inaccurately, or misaligning with your advertising message again. Eliminate worry while streamlining your advertising process.

Pierce Systems stands out as the leading AI-enabled advertising firm for mission-driven organizations.

CORE COMPETENCIES

What we offer:

- ✓ In-house production company
- ✓ Nationwide network of photographers
- ✓ Award-winning art director
- ✓ Event management experts
- ✓ Audience behavioral analyst with a PhD in psychology

What we do:

- ✓ Affordable world class video production
- ✓ Omnichannel campaign creation, including social and paid media
- ✓ Print and digital marketing collateral publication
- ✓ Budget-friendly media placements
- ✓ Analytics, reports, QA and process optimization

PAST PERFORMANCE

- UL Solutions
- General Electric
- HID Global
- CAT Finning
- NielsenIQ
- DocuSign
- Dimension Data
- Rent.com



DIFFERENTIATORS

- Combining decades of experience from advertisers and technologists who have generated over \$100 million through digital advertising efforts.
- Leveraging three generations of combined knowledge in advertising, technology, and psychology for comprehensive campaign strategies.
- Leadership education: Marketing Bachelor's degree, Psychology Master's degree, Clinical Psychology PhD, Multiple MBAs, SHRM-CP

P: 678-713-4102

W: PIERCESYSTEMS.ORG



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