

CAPABILITY STATEMENT



UEI: K8NDUVMT7W48
CAGE: 9MU83



CERTIFICATIONS:

WOSB - SBA - pending
HUBZone - SBA - pending

NAICS:

541715 AI Research and Development (P)
541720 Psychology Research (P)
541910 Marketing Research
541810 Advertising Agencies
512110 Video Production
512120 Video Distribution
512191 Teleproduction and Postproduction
541890 Other Services Related to Advertising
541613 Marketing Consulting Services
541611 Management Consulting Services
541511 Custom Computer Programming
541512 Computer Systems Design Services
611430 Professional Development Training

PSC:

R405 Support- Professional: Operations Research
R426 Support- Professional: Comms
R701 Support- Management: Advertising

LEADERSHIP:

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ABOUT PIERCE SYSTEMS

EXPLORING MINDS, ADVANCING AI

You deserve clarity for your mission with advanced technology and psychology principles within a proven research framework. You'll never have to worry about falling behind in technology or missing the mark again. Eliminate worry while advancing your mission.

Pierce Systems empowers government agencies through cutting-edge AI-psychology research for foolproof action plans to mobilize any mission, within an unbeatable framework.

CORE COMPETENCIES

- ❖ AI-Psychology Synergy: Transforming mental health with AI insights.
- ❖ AI Research: Advancing AI knowledge and innovation.
- ❖ Collaboration: Partnering to enhance well-being and productivity.
- ❖ Custom Solutions: Tailored AI services for unique needs.
- ❖ Thought Leadership: Shaping the future of AI and psychology.

PAST PERFORMANCE



DIFFERENTIATORS

- ❖ Psychologists, Marketers, and Technologists with decades of experience generating over \$100 million for clients through digital technology innovations
- ❖ 3 generations of higher education, technology, and psychology expertise
- ❖ Leadership certifications: SHRM-CP (Human Resources), CCM (Certified Capture Manager)
- ❖ Leadership education: Marketing Bachelor's degree, History Bachelor's degree, Psychology Master's degree, Education & Human Development Master's Degree, Clinical Psychology PhD, Educational Policy Studies PhD