A SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS

Key to Victory Strategies

CAPABILITY STATEMENT

UEI	CAGE	NAICS · PRIMARY	CERTIFICATIONS
WUN5YV2NVG16	13DV4	541611	SDVOSB · VOSB
			VETCERT VERIFIED · ACTIVE IN SAM.GOV

Key to Victory Strategies (KTV Strategies) is a Service-Disabled Veteran-Owned Small Business built by people who've spent their careers inside the systems they now serve. We help leaders focus evidence and effort where they do the most good.

Our principals have delivered across the federal health and national security community, including **VA/VHA, HHS, NIH, CMS, CDC, AHRQ, DoD/DoW,** and the **Intelligence Community.** We see the work through, from the decision to the result.

Experience reflects engagements held by KTV Strategies and the cumulative federal experience of its principals.

CORE CAPABILITIES

01 **Strategic Planning**
We help leaders rethink how an organization is built and where it's headed, then turn that into a plan that outlasts the people who set it. Built to hold up under board and congressional scrutiny.

02 **Evaluation & Analytics**
Independent program evaluation and performance measurement, built to OMB and IRB standards. We design studies to produce evidence that gets used, not data that ends up in a drawer.

03 **Implementation**
Implementation works when it's built with the people who'll run it. We stand up the governance and operating structure alongside your team and stay through execution and into sustainment.

04 **Applied Innovation**
The best fix is rarely the flashy one, and it usually comes from the people closest to the problem. We test those ideas where learning is fast and the stakes are low, then build the ones ready to scale.

05 **Intelligence**
We help teams and organizations across defense, intelligence, and national security sharpen their tradecraft and tighten their operations.

06 **Workforce Readiness**
We build workforce plans around where the work is heading, not the org chart someone approved a decade ago, then design the learning systems to get there.

PAST PERFORMANCE SPOTLIGHT

VHA Restructure for Impact & Sustainability Effort (RISE)

DEPARTMENT OF VETERANS AFFAIRS · VETERANS HEALTH ADMINISTRATION · OFFICE OF HEALTHCARE TRANSFORMATION

PERIOD OF PERFORMANCE: JULY 2025 – MARCH 2026 · ROLE: SUBCONTRACTOR · STATUS: COMPLETED

RISE is one of the largest organizational transformation efforts in the federal government, reexamining how an agency of several hundred thousand employees delivers care to more than 8 million Veterans. KTV supported the program management office as part of a small contractor team, covering a span of work most programs this size staff with a much larger bench: organizational assessment, strategic and implementation planning, change management, workforce planning, and congressional engagement.

It was KTV's first contract. We took on a piece of one of the hardest jobs in federal health and carried it with a team far smaller than the scope would suggest.

SCOPE OF SUPPORT

- Organizational assessment
- Strategic planning
- Implementation planning
- Change management
- Workforce planning
- Congressional engagement

Eligible for SDVOSB set-asides and sole-source awards under 38 U.S.C. 8127 (VA) and FAR subpart 19.14.

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NAICS CODES

541611 · 541612 · 541613 · 541618
541690 · 541720 · 541910 · 611430

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