



Copial Business Strategists, LLC (CB STRAT) focuses on collaborating with their clients to execute strategies that speed problem solving and generate greater value for their business operations. They ensure each client and employee receives the benefit of the “CB STRAT Experience”, which reaches above and beyond augmenting staff. They strategically align each employee with the right client engagement such that everyone realizes full potential of success. Their mission is **“to elevate their clients’ business operations through the value-add of their people and assets”**. CB STRAT specializes in providing public health-related professional services to the federal government. Their areas of expertise include management consulting and information technology support for domestic and global public health initiatives.

Since CB STRAT was founded in 2014, the company continues to benefit from its highly skilled labor force and proven track record with successfully implementing projects. Chief Executive Officer, Les Lewis, leverages her long-term corporate relationships and experience in the federal sector to deliver consistent growth across the organization’s portfolio of clients. In 2016, only two years after its inception, CB STRAT demonstrated qualifications for continued rapid growth and was certified as a participant in the U.S. Small Business Administration’s (SBA) 8(a) Business Development Program. By 2018, the company’s net revenues surged nearly 300% and continues to perform on a trajectory for increased growth. Many federal agencies seek to work with small businesses but oftentimes struggle with the limited

capabilities they can offer. As a small business with a workforce comprised of employees with cross-industry experience and advanced consulting skill sets, CB STRAT is able to provide clients with the same diverse and high-level quality of service as a large business firm but at reduced cost and risk. Additionally, given CB STRAT’s 8(a) certification, their federal clients can quickly and easily access their services via direct sole-sourced awards when necessary.

CB STRAT’s outlook over the next few years includes expansion beyond the federal sector. While the projected growth outlook within their federal portfolio is stellar, they understand that the ever-growing complexity and costs of finding qualified talent remains a challenge for potential commercial sector clients. Based on their deep experience focused in public health projects, they are confident that the associated skill competencies are very relevant in other industries’ activities such as data surveillance and analysis, program assessment/evaluation, and technical assistance. Their strategic business development plan includes federal sector growth as well as expansion into the commercial industry.

CB STRAT’s professional consulting services include:

- Information Technology Support services
- Program Evaluation/Assessment
- Database development & Data analysis
- Health Communications
- Federal Call Center Management & Operations
- eLearning/Training Module Development
- Executive Administrative Support

Given recent global events, CB STRAT has seen a great deal of traction in areas that require strong public health surveillance and health communications expertise. Uncertainties in general

messaging and data related to these events has caused a great deal of angst among the population. Their strategy to stay prepared and ahead in the solutions is to ensure they engage with leaders in the public health sector to stay abreast of trends and challenges while keeping their workforce populated with subject matter experts who can immediately provide clients with professional services in a timely manner.

As CB STRAT’s CEO, Les Lewis is responsible for managing the organization, formulating and executing long-term strategies, and engaging with clients, employees, and corporate partners. She is CB STRAT’s primary decision and policy maker – setting the tone for the company’s values, ethics, and corporate culture.

Ms. Lewis exemplifies CB STRAT’s commitment to helping its clients achieve advanced performance. She is a proven leader, with deep expertise in developing strong client and partner relationships. Ms. Lewis has a passion for building high-performing teams and a disciplined focus on operations and execution.

In 2014, Ms. Lewis founded CB STRAT with the goal of building an organization that empowered its clients and employees to elevate performance. Equipped with a Master of Science in Management of Technology from Georgia Institute of Technology, Ms. Lewis is focused on continued delivery of innovative professional services solutions in the federal and commercial sectors.

One of CB STRAT’s key differentiators is their ability to quickly respond to client needs. Given their internal infrastructure, they have the back-end support to quickly on-ramp large teams and the flexibility to engage and assign their employees in a way that best suits their clients’ needs.