

growthlab⁷

GL100

FEDERAL MARKETING COMMUNICATIONS LEADERS FY2023



A Spotlight on Growth

As another fiscal year comes to a close, GrowthLab is proud to present our annual list of marketing communications leaders in the federal space. These rankings include the top 100 marketing communications firms based on FY2023 data for prime, unclassified contracts awarded across all U.S. federal agencies.

In addition to our industry-wide rankings, we highlight the firms making the biggest moves over the past year in terms of new contract value captured. We also take an in-depth look at some of the small business leaders primed for continued growth in the public sector.

We look forward to sharing even more data and analysis in future iterations of this annual report. However, you don't have to wait a year to get insights from GrowthLab that are relevant to your business. Visit www.growthlab.us/insights to view our latest thinking on issues that matter to marketing communications firms in the federal space. And, if you're not already, subscribe to our regular email newsletter with tips, recent contract awards, and upcoming opportunities.

2023 was a year teeming with fascinating shifts and transformations in the federal contracting arena.

The competitive landscape underwent stark changes, with company revenues experiencing both remarkable surges and declines. This period also highlighted strategic adaptations within companies, especially those small businesses on the cusp of entering the "large" category, and well-established large entities seeking to navigate a contracting environment increasingly favorable to small businesses.

Throughout 2023, the growth in marketing communications spending remained relatively stable. While the Army and CMS notably increased their investments, agencies like NIH scaled back in the aftermath of COVID-19. Yet, irrespective of whether federal spending went up or down, the shift towards more efficient procurement via Government-Wide Acquisition Contracts (GWACs), multi-award Blanket Purchase Agreements (BPAs), and Indefinite Delivery/Indefinite Quantity (IDIQ) contracts became increasingly apparent. For those who have been following our monthly contract awards emails (and if you haven't, we highly recommend subscribing), the predominance of task orders on these GWACs, BPAs, and IDIQs has undoubtedly stood out, signaling a clear preference for streamlined acquisition processes.

We are continuing to see the trend towards more small business set-asides. Large business contracts are increasingly being designated as small business set-asides, and the overall contract values earmarked for small businesses are on the rise. The \$112M FEMA National Flood Insurance Program contract comes to mind as one of the first large contracts to be set aside for small business a number of years ago. However, 2023 witnessed an even more substantial increase in contract values for SBs, particularly highlighted by the \$217M NASA Communications contract won by PCI Productions. This contract ranks among the top five largest communications contracts in the federal market, measured by contractor fee rather than pass-through media spending. Remarkably, this contract is held by a small business, not a large holding company, underscoring the shifting dynamics in federal contracting preferences towards smaller entities.

Company performances in federal contracting also presented an interesting narrative. The number of firms earning over \$1M in prime contracting revenue modestly increased to 88. Companies traditionally known for subcontracting roles, such as Culture ONE World, have now established themselves as prime contractors. While the total number of firms winning federal awards rose slightly to 630, about half still reported earnings below \$100k from prime contracts. However, the top ten firms on the GL100 list secured nearly 80% of the work, much of this being large military recruitment contracts or national public health campaigns.

The trend towards industry consolidation became more pronounced in 2023, exemplified by Fors Marsh's acquisition of Brunet Garcia. This reflects a growing inclination towards mergers and acquisitions as a strategic growth pathway, particularly for firms aiming to access or expand their presence within the highly competitive BPAs and IDIQs.

The impact of SBA Mentor-Protégé joint ventures is clear, as seen with Arrow Arc, ranked No. 22 in this report, a collaboration between Aptive Resources and Artemis Arc. This growing trend, once spearheaded by Ogilvy and E F K Group, now includes nearly 20 such joint ventures. Leading firms are increasingly leveraging this approach for a competitive advantage. At GrowthLab, we're proud to have facilitated two-thirds of these key Mentor-Protégé JVs, enhancing this dynamic sector.

The GL100 list this year highlights a diverse array of both established and emerging firms, underscoring the vibrant nature of our industry. At GrowthLab, we're proud to collaborate with these leaders and contribute to this dynamic community. This report aims to not only provide insights but also inspire strategic thinking for navigating the federal marketplace.

Mike Kapetanovic
GrowthLab Principal

Tommy Benz
GrowthLab Principal



A SPOTLIGHT ON GROWTH

Methodology

Our analysis is focused on contractors performing work under the following marketing communications-related NAICS codes: 511199, 541430, 541613, 541810, 541820, 541830, and 541910. While other NAICS codes may have marketing communications contract awards, e.g. 541611, we have limited this to the regularly used NAICS codes. Not every company on this list operates exclusively in the marketing communications sector. Several consultancies, professional services firms, and 8(a) ANCs made our rankings, since they do offer capabilities supporting marketing communications and had at least one prime award under one of the above NAICS codes in FY2023.

For each company included, we reviewed all current contracts to determine eligibility. That said, we've removed companies that are not primarily focused on marketing communications services, even if they contracted work under one of these codes (e.g., General Dynamics). In total, 41 companies that would have made this list based on FY2023 spend were left out of our rankings.

We've seen a steady pace of mergers and acquisitions over the last couple of years. For the purposes of our analysis, we used the combined revenue of companies involved in a merger to determine the new company's ranking on this list (e.g., revenue for The Hatcher Group is equivalent to combined revenue of The Hatcher Group and HORNE Creative Group). Additionally, we consolidated several of the companies under their parent company. For example, Porter Novelli is folded in with the other Omnicom Group agencies.

In addition to presenting the top 100 firms based on overall FY2023 government contracting revenue, we also identify the top three firms based on size, and the top three carrying special SBA certifications, including 8(a), Historically Underutilized Business Zone (HUBZone), Woman-Owned Small Business (WOSB), and Service-Disabled Veteran-Owned Small Business (SDVOSB). To determine a company's size, we used open-market, non-GSA classifications found in the Dynamic Small Business Search (DSBS).

This report accounts for prime contracts only. All references to contractor "revenue" reflect contract awards reported by the government for FY2023; not actual contract revenue reported by companies to the Securities and Exchange Commission. These numbers are different for a variety of reasons. Our rankings are based on agencies' net contract obligations, as reported by federal procurement officials when contracts are signed. The prime spend is a total sum inclusive of de-obligated contracts.

Our data is accurate as of March 1, 2023. If you notice discrepancies between our report and your own data, please let us know.

Movers & Shakers

A number of firms made huge strides in the federal space between 2022 and 2023, while even more experienced dramatic declines in public sector revenue. This trend is evidence of both an increasingly competitive landscape, continued preference of streamlined acquisitions, and the challenges associated with meeting government performance requirements.

As the government continues to modify the rules for securing large contract awards, more opportunities will be available to small businesses and firms that have the specialized capabilities federal agencies are seeking.

MOVERS & SHAKERS

Top 25 Companies

In the fiscal year 2023, the landscape of prime contracts exceeding \$1 million showcased significant growth, with 88 companies achieving this milestone, up from 81 in FY2022. Notably, eight of these companies, namely **Arrow Arc (joint venture between Aptive Resources and Artemis Arc), Culture ONE World, Mediacross, Mobomo, Chickasaw Federal Health, Rock Creek Strategic Marketing, N-Touch Strategies,** and **C&G Partners,** made their debut on this list without any federal spending in the relevant NAICS codes in the previous fiscal year—a commendable achievement.

Additionally, the public sector portfolios of several companies such as **NORC, Mediaforce, TMP Worldwide, Modavate, Creative Engagement Solutions, Agenda,**

D3 Systems, BLN24, Vanguard Communications of Falls Church, Event Source Professionals, and **Art-Z Graphics** surged past the \$1 million threshold in FY2023.

This diverse list comprises both small and large enterprises. For small businesses like **PCI Productions, LRG,** and **Red Carrot,** FY2023 marked a record-breaking year. **Omnicom Group** emerged as a standout for the largest dollar growth, with an impressive increase of over \$353 million, securing its position in the top 10 with a 68% growth rate. However, it's noteworthy that six of the top 10 companies from FY2022 experienced significant declines, totaling a loss of \$426 million, with one such company failing to secure a spot in this year's top 100.

Top 25 Companies (IN % CHANGE)

Rk.	NAME	2022 (\$Ks)	2023 (\$Ks)	% CHANGE
1	ABT ASSOCIATES	\$1,076	\$5,044	368.77%
2	NOVAK BIRCH	\$1,365	\$4,039	195.90%
3	PCI PRODUCTIONS	\$3,093	\$8,302	168.41%
4	FINN PARTNERS	\$1,638	\$3,683	124.85%
5	LRG	\$2,072	\$4,364	110.62%
6	ELEVATION	\$33,326	\$67,369	102.15%
7	METROPOLITAN GROUP	\$1,440	\$2,546	76.81%
8	RED CARROT	\$7,383	\$12,846	73.99%
9	CONTRACTING RESOURCES GROUP	\$3,209	\$5,556	73.14%
10	OMNICOM GROUP	\$521,536	\$874,946	67.76%



MOVERS & SHAKERS

Top 25 Companies (CONT'D)

Rk.	NAME	2021 (\$Ks)	2022 (\$Ks)	% CHANGE
11	ADVANCED BUSINESS SOFTWARE CONSULTING	\$3,113	\$5,050	62.22%
12	IQ SOLUTIONS	\$23,219	\$35,746	53.95%
13	THE HATCHER GROUP	\$4,319	\$6,444	49.20%
14	KGB MEDIA	\$1,518	\$2,217	46.05%
15	ALAN S NEWMAN ASSOCIATES	\$2,352	\$3,353	42.56%
16	INTERPUBLIC GROUP	\$387,115	\$530,874	37.14%
17	CMRIGNITE	\$6,603	\$9,002	36.33%
18	A. BRIGHT IDEA	\$2,482	\$3,278	32.07%
19	FHI 360	\$11,741	\$15,207	29.52%
20	GRAFIK INDUSTRIES	\$1,288	\$1,647	27.87%
21	STRATACOMM	\$59,559	\$75,550	26.85%
22	SYNERGY ENTERPRISES	\$1,910	\$2,364	23.77%
23	APTIVE RESOURCES	\$33,425	\$41,238	23.37%
24	NOVA RESEARCH	\$3,527	\$4,334	22.88%
25	MP&F STRATEGIC COMMUNICATIONS	\$7,840	\$9,271	18.25%

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FEDERAL MARKETING COMMUNICATIONS LEADERS FY23

The rankings below include some of the biggest names in media and advertising, as well as a number of global consultancies that have continued to build marketing capabilities around their data expertise.

However, plenty of small businesses and relative newcomers to the public sector also made their presence felt in FY2023, and they're well represented here.

Without further ado, we present the GL100 for FY2023.



GL100

Rk.	NAME	SPEND AWARDED (\$Ks)
1	OMNICOM GROUP	\$874,946
2	INTERPUBLIC GROUP	\$530,874
3	WPP GROUP USA	\$211,746
4	FORS MARSH	\$108,102
5	STRATACOMM	\$75,550
6	PLOWSHARE GROUP	\$71,427
7	ELEVATION	\$67,369
8	APTIVE RESOURCES	\$41,238
9	NATIONAL OPINION RESEARCH CENTER	\$40,956
10	CROSBY MARKETING COMMUNICATIONS	\$37,677
11	IQ SOLUTIONS	\$35,746
12	LMD AGENCY	\$33,184
13	ALTARUM INSTITUTE	\$31,659
14	DCG (DISTRICT COMMUNICATIONS GROUP)	\$31,399
15	BETAH ASSOCIATES	\$17,481
16	FHI 360	\$15,207
17	RTI INTERNATIONAL	\$13,530
18	RED CARROT	\$12,846
19	SCHATZ PUBLISHING GROUP	\$12,509
20	ICF INTERNATIONAL	\$12,014



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Rk.	NAME	SPEND AWARDED (\$Ks)
21	WESTAT	\$11,414
22	ARROW ARC	\$9,950
23	YES& FEDERAL	\$9,465
24	IPSOS	\$9,374
25	MC NEELY PIGOTT & FOX PUBLIC RELATIONS	\$9,271
26	CMRIGNITE	\$9,002
27	PCI PRODUCTIONS	\$8,302
28	L & M POLICY RESEARCH	\$8,273
29	BANYAN COMMUNICATIONS	\$8,266
30	CULTURE ONE WORLD	\$7,490
31	BIXAL SOLUTIONS	\$7,261
32	AMERICAN INSTITUTES FOR RESEARCH (AIR)	\$6,605
33	THE HATCHER GROUP	\$6,444
34	CW-LTS	\$6,137
35	YORK TELECOM	\$6,108
36	EDELMAN	\$5,630
37	CONTRACTING RESOURCES GROUP	\$5,556
38	CONCEPTS	\$5,399
39	INTREPID	\$5,282
40	COMMUNICATEHEALTH	\$5,271



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Rk.	NAME	SPEND AWARDED (\$Ks)
41	MEDIACROSS	\$5,077
42	ADVANCED BUSINESS SOFTWARE CONSULTING	\$5,050
43	ABT ASSOCIATES	\$5,044
44	VISTRA COMMUNICATIONS	\$4,969
45	ADG CREATIVE	\$4,722
46	SAGE COMMUNICATIONS	\$4,626
47	LRG	\$4,364
48	IGNITED	\$4,357
49	MOBOMO	\$4,336
50	NOVA RESEARCH COMPANY	\$4,334
51	SENSIS	\$4,324
52	BARBARICUM	\$4,187
53	SCIENTIFIC CONSULTING GROUP	\$4,146
54	NOVAK BIRCH	\$4,039
55	CHICKASAW FEDERAL HEALTH	\$3,848
56	MEDIAFORCE	\$3,700
57	FINN PARTNERS	\$3,683
58	ALAN S NEWMAN ASSOCIATES	\$3,353
59	A. BRIGHT IDEA	\$3,278
60	CHENEGA IT ENTERPRISE SERVICES	\$2,989



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Rk.	NAME	SPEND AWARDED (\$Ks)
61	MARKETING FOR CHANGE	\$2,794
62	DAVIS MANAGEMENT GROUP	\$2,615
63	METROPOLITAN GROUP	\$2,546
64	TMP WORLDWIDE	\$2,393
65	E F K GROUP	\$2,387
66	720 STRATEGIES	\$2,376
67	SYNERGY ENTERPRISES	\$2,364
68	LMO ADVERTISING	\$2,332
69	ROCK CREEK STRATEGIC MARKETING	\$2,302
70	KGB MEDIA	\$2,217
71	TMGL	\$1,753
72	N-TOUCH STRATEGIES	\$1,698
73	GRAFIK INDUSTRIES	\$1,647
74	MODAVATE	\$1,545
75	BRIDGE GROUP	\$1,491
76	REINGOLD, J R & ASSOCIATES	\$1,474
77	IMAGE ASSOCIATES	\$1,449
78	PO'OKELA SOLUTIONS	\$1,421
79	CREATIVE ENGAGEMENT SOLUTIONS	\$1,379
80	C & G PARTNERS	\$1,277



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Rk.	NAME	SPEND AWARDED (\$Ks)
81	AGENDA	\$1,265
82	D3 SYSTEMS	\$1,199
83	BLN24	\$1,166
84	VANGUARD COMMUNICATIONS OF FALLS CHURCH	\$1,158
85	PUBLIC ALLIANCE	\$1,081
86	EVENT SOURCE PROFESSIONALS	\$1,042
87	ART-Z GRAPHICS	\$1,037
88	MONTAGE MARKETING GROUP	\$1,003
89	MEDIA FUSION	\$982
90	SHIELD ANALYSIS TECHNOLOGY	\$959
91	DYNAMIC INTEGRATED SERVICES	\$934
92	GOLDBELT	\$899
93	TETRA TECH	\$899
94	PEARSON PLC	\$889
95	PUBLIC SPEND FORUM	\$850
96	BRECK	\$832
97	CATMEDIA	\$825
98	JBS INTERNATIONAL	\$813
99	FORUM FOR CULTURAL ENGAGEMENT	\$808
100	ADZ ETC	\$805



Deep Dive: **Recognizing Category Leaders**

DEEP DIVE

Category Leaders

Over the course of our analysis, we segmented companies based on a number of attributes including size and small business certifications. Those didn't factor into a firm's eligibility for the GL100 rankings, and companies from each segment can be found on that list.

However, for those interested in a more nuanced view of the industry landscape, we reveal the top three leaders by category below.

Large Companies PG.15

- ▼ Omnicom Group
- ▼ Interpublic Group
- ▼ WPP Group

SDVOSB PG.18

- ▼ Aptive Resources
- ▼ District Communications Group
- ▼ Arrow Arc

Small Business PG.16

- ▼ Elevation
- ▼ Aptive Resources
- ▼ IQ Solutions

8a PG.19

- ▼ Red Carrot
- ▼ PCI Productions
- ▼ Culture ONE World

WOSB PG.17

- ▼ Aptive Resources
- ▼ IQ Solutions
- ▼ LMD Agency

HUBZone PG.20

- ▼ Schatz Publishing Group
- ▼ LRG

DEEP DIVE: CATEGORY LEADERS

Large Companies

1ST

Omnicom Group

#1 LARGE, #1 OVERALL | OMNICOMGROUP.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: \$521,536 2023 PRIME CONTRACTS: \$874,946 % GROWTH: +67.76%	Largest Contracts:	\$4B	\$1.56B	\$157M
		Army Recruitment Advertising	Air Force Recruitment Advertising	HHS CMS National Education Campaign
Important 2023 Win:		\$73M CMS Outreach to Encourage Enrollment in Medicare Low Income Programs		

2ND

Interpublic Group

#2 LARGE, #2 OVERALL | INTERPUBLIC.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: \$387,115 2023 PRIME CONTRACTS: \$530,874 % GROWTH: +37.14%	Largest Contracts:	\$900M	\$772M	\$455M
		FDA Tobacco Cessation	CMS Health Insurance Exchange Public Education and Outreach	DOD DHRA JAMRS
Important 2023 Win:		\$454.6M DOD JAMRS recompete		

3RD

WPP Group

#3 LARGE, #3 OVERALL | WPP.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: \$421,505 2023 PRIME CONTRACTS: \$211,746 % GROWTH: -49.76%	Largest Contracts:	\$662M	\$550M
		Marine Corps Recruitment Advertising	Navy Recruitment Advertising

DEEP DIVE: CATEGORY LEADERS

Small Businesses

1ST

Elevation

#1 SMALL, #7 OVERALL | ELEVATION-US.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$33,326

2023 PRIME CONTRACTS:
\$67,369

% GROWTH:
+102.15%

Largest Contracts:

\$154.65M
HHS CMS Hispanic Health Insurance Marketplace

\$48.7M
DHS CBP Communications

\$7.5M
Export Import Bank Communications

Important 2023 Win:

\$7.5M
EXIM Communications

2ND

Aptive Resources

#2 SMALL, #8 OVERALL | APTIVERESOURCES.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$33,425

2023 PRIME CONTRACTS:
\$41,238

% GROWTH:
+23.37%

Largest Contracts:

\$78M
OPM Recruitment Marketing

\$62M
VA ChooseVA Marketing Campaign Support

\$37M
VA Recruitment Marketing

3RD

IQ Solutions

#3 SMALL, #11 OVERALL | IQSOLUTIONS.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$23,219

2023 PRIME CONTRACTS:
\$35,746

% GROWTH:
+53.95%

Largest Contracts:

\$32M
HHS NIH Accelerating COVID-19 Therapeutic Interventions and Vaccines (ACTIV) Cross Marketing

\$26M
HHS HRSA Communications and Digital Support Services

\$25M
HHS FDA CTP Communication Support Services

DEEP DIVE: CATEGORY LEADERS

WOSB

1ST

Aptive Resources



#1 WOSB, #8 OVERALL | APTIVERESOURCES.COM

At a Glance (in 000's)

2022 PRIME CONTRACTS:
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% GROWTH:
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\$78M

OPM Recruitment Marketing

\$62M

VA ChooseVA Marketing Campaign Support

\$37M

VA Recruitment Marketing

2ND

IQ Solutions



#2 WOSB, #11 OVERALL | IQSOLUTIONS.COM

At a Glance (in 000's)

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\$23,219

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\$35,746

% GROWTH:
+53.95%

Largest Contracts:

\$32M

HHS NIH Accelerating COVID-19 Therapeutic Interventions and Vaccines (ACTIV) Cross Marketing

\$26M

HHS HRSA Communications and Digital Support Services

\$25M

HHS FDA CTP Communication Support Services

3RD

LMD Agency



#3 WOSB, #12 OVERALL | LMDAGENCY.COM

At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$37,989

2023 PRIME CONTRACTS:
\$33,184

% GROWTH:
-12.65%

Largest Contracts:

\$58M

Coast Guard Recruitment

\$26M

CISA External Affairs

\$16.4M

DOE EERE Communications

Important 2023 Win:

\$58M

Coast Guard Recruitment Recompete

DEEP DIVE: CATEGORY LEADERS

SDVOSB

1ST

Aptive Resources

#1 SDVOSB, #8 OVERALL | APTIVERESOURCES.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$33,425

2023 PRIME CONTRACTS:
\$41,238

% GROWTH:
+23.37%

Largest Contracts:

\$78M

OPM Recruitment Marketing

\$62M

VA ChooseVA Marketing Campaign Support

\$37M

VA Recruitment Marketing

2ND

DCG

#2 SDVOSB, #14 OVERALL | DCGCOMMUNICATIONS.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
\$32,006

2023 PRIME CONTRACTS:
\$31,399

% GROWTH:
-1.90%

Largest Contracts:

\$42M

DHS See Something, Say Something and BLUE

\$16M

DHS CP3 Communications

\$4.8M

VA Suicide Prevention

3RD

Arrow Arc

#3 SDVOSB, #22 OVERALL | ARROWARC.COM



At a Glance (in 000's)

2022 PRIME CONTRACTS:
N/A

2023 PRIME CONTRACTS:
\$9,950

% GROWTH:
N/A

Largest Contracts:

\$48M

VA Recruitment

Important 2023 Win:

\$48M

VA Recruitment

DEEP DIVE: CATEGORY LEADERS

8a

1ST

Red Carrot

#1 8A, #18 OVERALL | THEREDCARROT.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: \$7,383 2023 PRIME CONTRACTS: \$12,846 % GROWTH: +73.99%	Largest Contracts: \$9.6M HUD Broadcasting \$6.8M NSF Administrative Support \$6.7M HUD Communications

2ND

PCI Productions

#2 8A, #27 OVERALL | PCI-P.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: \$3,093 2023 PRIME CONTRACTS: \$8,302 % GROWTH: +168.41%	Largest Contracts: \$215M NASA Communications \$50M NASA Technical Support \$3.9M DOD DHRA

3RD

Culture ONE World

#3 8A, #30 OVERALL | CULTUREONEWORLD.COM



At a Glance (in 000's) 2022 PRIME CONTRACTS: N/A 2023 PRIME CONTRACTS: \$7,490 % GROWTH: N/A	Largest Contracts: \$4.5M DOD DHRA Suicide Prevention \$3M DOD DHRA Civilian Recruitment

DEEP DIVE: CATEGORY LEADERS

HUBZone

1ST

Schatz Publishing Group

#1 HUBZONE, #19 OVERALL | [SCHATZPUBLISHING.COM](https://www.schatzpublishing.com)



At a Glance (in 000's)

2022 PRIME CONTRACTS:

\$11,285

2023 PRIME CONTRACTS:

\$12,509

% GROWTH:

+10.85%

Largest Contracts:

\$18M

DOT FHA
Communications

\$15M

GSA Marketing
Services

\$10.8M

VA National
Cemetery
Administration
508 Document
Remediation

Important 2023 Win:

\$15M

GSA Marketing Services

2ND

LRG

#2 HUBZONE, #47 OVERALL | [LRGINC.COM](https://www.lrginc.com)



At a Glance (in 000's)

2022 PRIME CONTRACTS:

\$2,072

2023 PRIME CONTRACTS:

\$4,364

% GROWTH:

+110.62%

Largest Contracts:

\$4.5M

HHS HRSA
Logistical Support
Services

\$1.8M

EPA Office of Water
Communications



About Us

We are a team of former marketing communications agency executives who help marketing communications firms, consultancies, and holding companies win more business in the public sector. Founded in 2018 and headquartered in Washington, D.C., GrowthLab exists to support large and small organizations at every stage of the government contracting lifecycle, from breaking into the federal space to expanding an existing portfolio. We rely on our extensive network of partners as well as decades of combined experience leading new and established government contractors, to provide services that include: growth and/or public sector strategy, pipeline development, market intelligence, capture and teaming.

Not only have we helped secure billions of dollars in federal agency spend, but we've also helped companies build the teams, networks, and internal processes that allow them to operate more efficiently, improve market positioning, and win more contracts—year after year.

To introduce yourself, learn more about our services, or explore a potential engagement, get in touch with us at www.growthlab.us. We'd love to talk!