



Marsha Lindquist

Senior Consultant, RWB Aerospace Professionals

Over 35 years of financial, contracting, and pricing experience in federal government, international, and commercial environments. Marsha Lindquist provides inventive solutions designed specifically for each of her clients regardless of size. Maintains a current knowledge of procurement trends, practices, and regulations and incorporates those requirements into winning business proposals, senior-level financial analyses, and cogent contractual compliance.

- Cost Proposal Volume Lead
- Financial & Management Accounting
- Capture and Business Performance
- Pricing Strategy
- Contracts & Subcontracts Management
- Business Negotiation & Management

Accomplishments

Cost Volume Lead

Lead consultant for thousands of Cost Volumes/Proposals on major government projects, leading to awards ranging from the hundreds of millions of dollars to multi-billion dollars. Functions as the financial focal point for the enhancement of companies' competitive posture. Competitively priced thousands of proposals and served as cost volume lead and writer. Government contracting officers comment positively on the easy pricing review and the highlighted financial strengths and benefits.

Pricing Strategy

Develops aggressive pricing strategies for competitive procurements and flexible indirect rate structures to position companies for successful professional services contracting. Conducts pricing analyses in conjunction with capture management team input to achieve the desired price. Known for laser-like textual descriptions of clients' discriminators and organizational skills. Wrote the #1 best-selling book, *Secrets of Strategic Pricing for Government Contractors*.

Capture & Business Performance

Improved the financial focus of hundreds of companies' competitive posture. Enhanced win rates for clients by designing tailored pricing strategies to complement their business value proposition and technical solution. Achieved win rate of 76% over the past two decades

Proposal Development

Develops clients' pricing proposal strategies for competitive contracts of multi-hundred million dollar awards including civilian and military procurements. Expert at portraying credible, discriminating, and winning business position of clients' characteristics and experience. Authored over 75 articles and was published in over 120 journals.

Business Negotiation & Management

Successfully negotiated multi-billion dollar contracts with profit margins ranging from 6-25%. Authored winning business proposals that demonstrated the financial viability, business systems, compensation plans, and price reasonableness of the proposal. Initiated and directed contract management function with all appropriate controls, reporting, and subcontract management. Established subcontract, teaming, vendor, and marketing agreements. Excellent working knowledge of FAR, DFAR, DEAR, and NASA federal regulations as well as requirements for Organizational Conflict of Interest and Foreign Ownership and Controlling Influence disclosures. Worked intensively with teaming partners, both prime contractors and subcontractors, to arrive at competitive and performable pricing in a harmonious manner.

Work History

Senior Consultant: Supports RWB Aerospace Professionals clients while also the Principal of Granite Leadership Strategies, Inc. & The Management Link, Inc. Provides unmatched proposal support and related services to clients across the U.S., including the Departments of Defense, Homeland Security, Energy, Agriculture, State, and Transportation; NIH, CDC, EPA, AID, NASA, GSA, National Geospatial Intelligence Agency, and Canadian Government Public Works.	1996 - Present
Director of Contracts and Pricing, Troy Systems, Inc.: Developed aggressive pricing strategies for competitive Government proposals and flexible indirect rate structures to position companies for continuing successful professional services contracting. Functioned as the financial focal point for the enhancement of company's competitive posture.	1995 - 1996
Director of Contracts and Pricing, Maria Elena Torano Associates, Inc.: Lead all aspects of contract pricing opportunities, developed a customized pricing approach for each bid, and was instrumental in positioning the company for acquisition by creating a strong pricing methodology and platform approach to the company's capture process.	1992 - 1995
Business Consultant, Various Companies: Provided expertise to both large and small companies. Structured start-up business marketing and capture plans for small, disadvantaged businesses and small emerging technical companies. Strong expertise with environmental, energy, cyber and information security, , and technical support services.	1990 - 1992
Corporate Controller & Director of Contracts - Management Systems Designers, Inc.: Instrumental in completing annual DCAA and independent accounting firm audits with minimal or no adjustments to financial statements.	1989 - 1990
Corporate Controller - Ideas, Inc.: Negotiated multi-year forward pricing rates and integrated them into winning price proposals. Initiated corporate treasury functions including all phases of accounting and banking relationships. Significantly reduced company cash requirements by collecting delinquent receivables and expediting the billing process using automated systems.	1988
Manager of Finance & Accounting - McDonnell Douglas Technical Services Company: Managed the entire Finance & Accounting Department, coordinating directly with executive leadership and mentoring personnel to develop them into future finance and accounting experts.	1982 - 1988

Education

Master of Business Administration (MBA) - Frostburg State University - Frostburg, Maryland
B.S. Business Administration - The American University - Washington, DC

License & Certifications

Future of Pricing – Leader in Pricing Honoree, ProPricer, 2021
APMP Certified Professional, 2021
APMP Fellow, 2019
APMP Certified Practitioner, 2016
NCMA Fellow, National Contract Management Association, 2000