



**WHC is an international, award-winning business management and technology consulting firm serving North America, Africa and Asia.**

We provide efficient, cost-effective solutions to government agencies, growing companies, universities and non-profit organizations.

We invite you to view our service descriptions and contact us to schedule a complimentary consultation to discuss your needs.



**[www.whcusa.com](http://www.whcusa.com)**



## BUSINESS MANAGEMENT

**Business Planning and Global Marketing Strategy-** We use a phased approach to develop your value proposition, examine the market, identify your target customers, and understand the channels your target customers use to receive information. We work with you to define your expenses and pricing model and develop financial projections to determine the returns you can expect on your investment. We help you understand global and local markets and determine the best path for success.

**Data Analysis and Project Management-** Our team of experienced data analysts translate your data into visual presentations that you can use to make better business decisions. We can assign or send one analyst or a team, for long or short term projects, to assist with requirements analysis, business requirements, process change, software development and user acceptance testing.

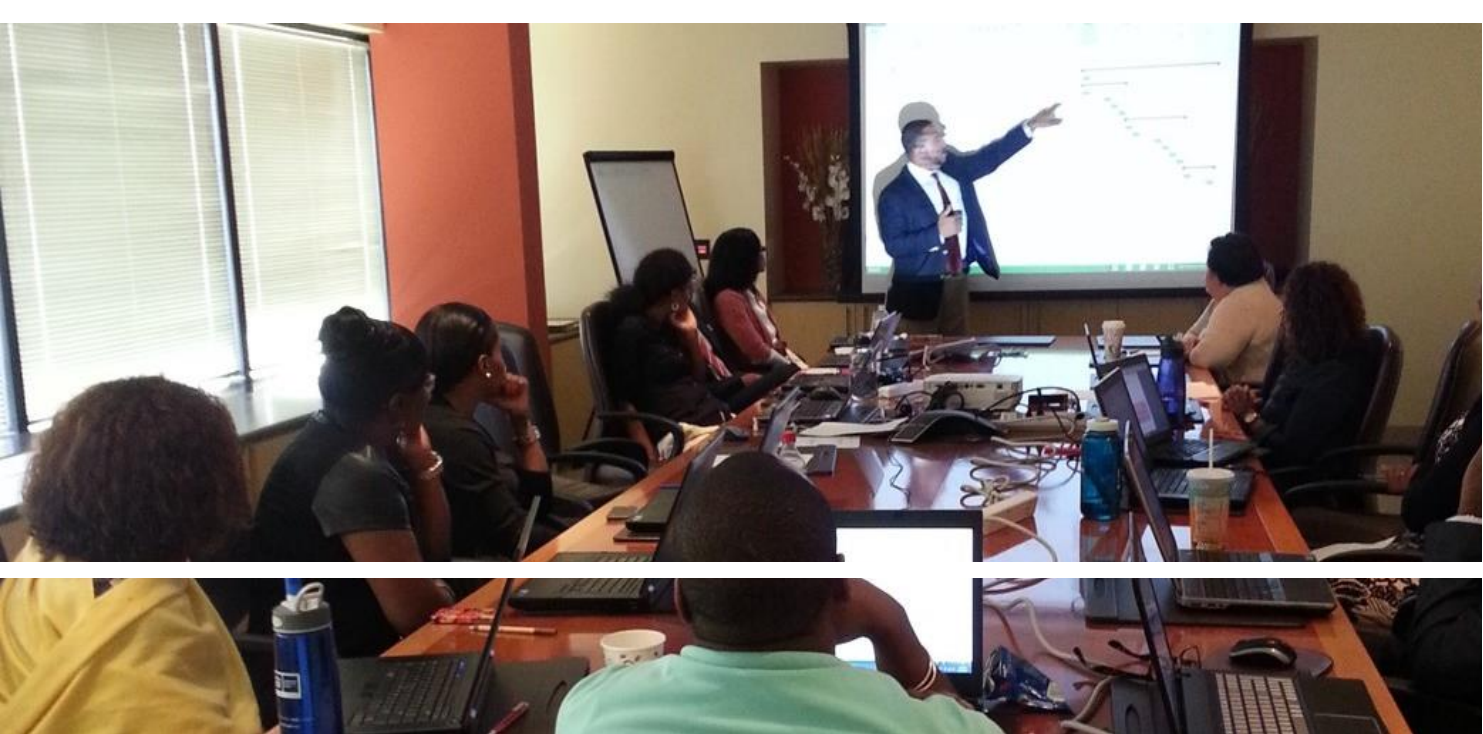
**Executive and Entrepreneur Advising-** We help you take your new idea and develop it into a sustainable initiative. We help you understand the processes, procedures, costs and challenges associated with developing your idea and work with you to create a realistic cost-effective plan for implementation.

**Subject Matter Experts and Staffing-** Based on your business need, we provide you with the personnel with the experience and knowledge to assist you in your business objective. We offer Trainers, Business Analysts, Consultants, Accountants, Legal Advisors, Digital Marketing Specialists, Government Procurement Experts, Data Analysts, Web Designers, Graphic Designers, and many more... We have a database of over 1000 professionals worldwide who can be quickly added to your team when needed.



[www.whcusa.com](http://www.whcusa.com)





## TECHNOLOGY

**New Technology and Software Development, Testing and Implementation-** We offer website optimization, Salesforce implementations; call center technical training and utilization; customer relationship management (CRM) system design; new cloud phone systems; new databases; data cleansing; optimized hardware; new software testing, rollout and training; infrastructure assessments and outsourced IT department support. Our team ensures smooth roll-out of new initiatives with proper testing and customer input.

**Web Design, SEO, Digital Marketing, CRM and E-Commerce-** We offer options to help your organization maximize lead generation and conversion of online prospects. We handle the web design, E-Commerce integration, social media, Google Ads, Analytics, SEO, ad creation, lead generation, CRM integration and management, pipeline management and more... We can simply advise or manage everything for you, depending on the needs of your organization.

**Technical and Soft Skills Training-** We assess your business needs, staff challenges and knowledge gaps and create a training session or curriculum to develop your team's understanding of the new technology, new process or new initiative. We also help managers and staff elevate their leadership skills, communication techniques and customer interactions to compete globally.

**Reporting and Metrics-** We work with your leadership and staff to identify what are the measurements of success. We analyze the behaviors that cause the desired end results and develop reporting to capture the volume, frequency and efficiency of these behaviors. We help you track, measure and report the behaviors that lead to greater efficiency, higher profitability and organizational growth.



[www.whcusa.com](http://www.whcusa.com)



## WILL HOLMES, FOUNDER

In 2006, Will Holmes founded WHC, a business management and technology consulting firm, serving government agencies, universities, non-profit organizations and hundreds of growing companies in North America, Africa and Asia. WHC has offices in Baltimore, MD and Los Angeles, CA, USA.

### WHC is a trusted advisory firm with clients including:

- **North America-** The U.S. Department of Defense; The U.S. Small Business Administration; SoundExchange; The Goldman Sachs 10k Small Businesses program; The City of Baltimore, MD; The Baltimore City Chamber of Commerce; The City of Washington DC; The Harbor Bank of Maryland; Wells Fargo Bank and The National Urban League
- **Africa-** Startup Africa; Kabete National Polytechnic and Technical University of Kenya (Nairobi, Kenya)
- **Asia-** Brand Keeda (Mumbai, India)

Mr. Holmes has over 20 years of experience helping organizations increase revenue, profitability and efficiency by streamlining existing processes, implementing new technology, providing marketing strategy, project management and customized training solutions. Will has received recognition from:

- The Mayor's Office of the City of Baltimore (three times)
- The Baltimore City Chamber of Commerce
- United States Senator Chris Van Hollen
- United States Senator Ben Cardin
- The University of Baltimore Merrick School of Business
- The Greater Baltimore Leadership Association
- National Association of African Americans in Human Resources
- Men Impact Change
- Startup Africa



[www.whcusa.com](http://www.whcusa.com)