



HERA
ASSOCIATES

CONTACT

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CERTIFICATIONS:

WOSB - *pending*

UEI:

L4U4D7NHSTV1

CAGE CODE:

9KNR1

NAICS CODES:

541611

Admin Mgmt. & General Mgmt. Consulting

541613

Marketing Consulting Services

541618

Other Management Consulting Services

541720

R & D in Social Sciences & Humanities

541990

All other Scientific & Tech Services

561499

Other Business Support

611430

Professional & Mgmt. Development Training

611710

Educational Support Services

624110

Child & Youth Services

624190

Other Individual & Family Services

CORE COMPETENCIES

Hera Associates transforms complex social and organizational challenges into opportunities for growth and innovation. By activating the right talent, expertise, and strategies, we deliver innovative solutions that enable government agencies to achieve their mission, drive measurable impact, and exceed objectives. Our core competencies include:

- **Modernization and Operational Excellence:** Streamlining operations, optimizing resources, and implementing innovative solutions to maximize efficiency and impact.
- **Change Management and Transformation:** Guiding agencies through critical transitions with strategies that foster resilience, align stakeholders, and ensure successful outcomes.
- **Executive and Leadership Development:** Empowering leaders with the tools, insights, and confidence to navigate challenges, inspire teams, and achieve strategic goals.
- **Communication and Stakeholder Engagement:** Crafting strategic communication plans that build trust, strengthen relationships, and align stakeholders with organizational missions.
- **Capacity Building and Specialized Expertise:** Delivering targeted training and expert solutions to address critical challenges, build sustainable capacity, and drive long-term success.
- **Monitoring and Evaluation:** Designing and implementing robust systems to track progress, evaluate program effectiveness, and inform decision-making, maximizing impact.

DIFFERENTIATORS

- **Proven Leadership and Expertise:** Globally recognized with the International Woman Entrepreneur Award, our leadership drives innovation and delivers measurable results, empowering organizations to achieve their mission.
- **Flexible, Scalable Talent Ecosystem:** We leverage a dynamic talent network, offering the scalability and breadth of a large firm while maintaining the agility and personalized service of a small business. This approach ensures the right expertise for every project, delivering high-impact results efficiently and effectively.
- **Cost-Effective, Impactful Solutions:** Our Net Positivity approach combines sustainable practices with innovative strategies to maximize impact and minimize costs. We prioritize long-term growth and measurable outcomes that align with client goals.
- **Deep Cross-Sector Experience:** With a track record of success across government, nonprofit, and international development sectors, we understand the complexities of mission-driven organizations and deliver practical, outcome-focused solutions.

PROFESSIONAL & PAST PERFORMANCE

Operational Excellence

- Achieved 7% and 13% performance increases in \$160M YMCA through outcome-based transformation.
- Delivered 95% success rate managing \$30M global development programs for UN agencies and NGOs.

Financial Management & Growth

- Surpassed resource mobilization targets by 250% for UN agencies and NGOs.

Contract Execution

- USAID CASA - subcontract
- NY OASAS, FL DOE, HOPWA/HUD, OJJDP - grant contracts