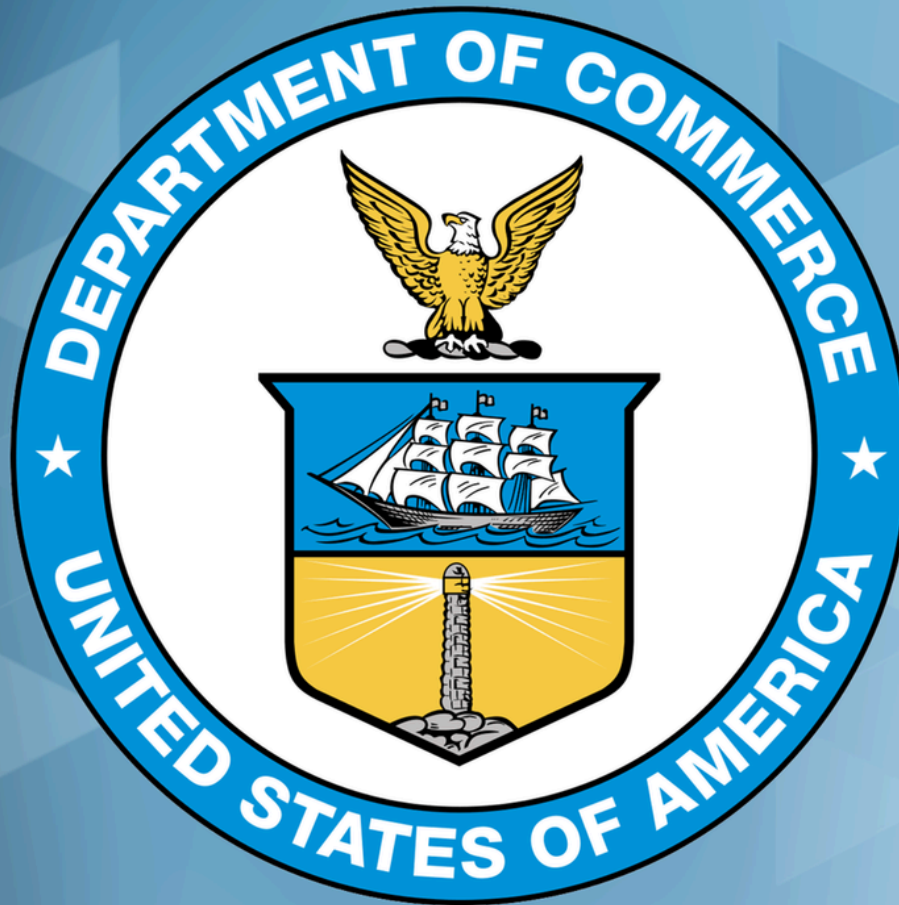


SMALL BUSINESS SPECIALISTS



An Advocate and Resource for Success

Office of Small and Disadvantaged Business Utilization (OSDBU)

1401 Constitution Avenue, NW, Washington, DC 20230

www.commerce.gov/osdbu

Your Gateway to Doing Business with the Department of Commerce (DOC)

To succeed in the federal marketplace, small businesses need visibility, connections, and a clear understanding of how their capabilities align with government needs. Market research is a critical part of this process, allowing agencies to discover innovations, solutions, and expertise that small businesses bring to the table. Small Business Specialists (SBSs) are your advocates inside the DOC, using targeted strategies to showcase your strengths, connect you with acquisition teams, and facilitate access to opportunities for your solutions to contribute directly to mission success.

WHO Are SBSs?

SBSs are experienced professionals who serve as strategic advisors during the acquisition process. They are embedded in acquisition teams and are experts in small business programs, market research, and federal procurement regulations. SBSs serve as business brokers, helping to connect small business capabilities to program mission needs across DOC.

WHAT Is the Role of the SBS?

- Provide small business counseling and assistance
- Support acquisition teams throughout the procurement lifecycle from acquisition planning to post-award monitoring
- Assist in assessing qualified small businesses that influence government acquisition strategy formulation and contract award selection
- Promote small business participation for prime and subcontracting roles
- Ensure compliance with relevant small business policies and requirements

WHEN To Consult a SBS?

Small businesses can contact their DOC bureau/operating unit's SBS ***at any time*** to share their capabilities and product/service offerings. For your convenience, a list of DOC SBSs can be found at www.commerce.gov/osdbu.

WHERE Can You Engage with a SBS?

SBSs regularly participate in outreach events and industry days to connect with small businesses and share information about procurement opportunities. These events provide a platform for small businesses to learn about government contracting, network with relevant personnel, and discuss their capabilities with agencies and prime contractors.

WHY Are SBSs Important?

SBSs play a crucial role in market research by acting as a bridge between agencies and small businesses, helping to identify potential vendors and ensuring compliance with small business regulations. They assist in market research activities, provide input on vendor selection, and offer guidance on acquisition strategies. The results of their engagement yield the following:

- Improved quality of solicitations
- Increased quality of competition
- Improved quality of government and contractor performance
- Potential cost savings
- Improved customer satisfaction

Frequently Asked Questions

Who is my point of contact if I'm interested in doing business with the DOC?

SBSs are your first stop. They advocate for small businesses, connect you with the right government personnel for active procurements, and refer you to other liaisons, as needed. For department-wide inquiries, please contact the OSDBU.

What is a small business?

A small business is independently owned and operated, for-profit, and based in the U.S. or its territories. It contributes to the U.S. economy by paying taxes and/or using American-made products, material, or labor. It must not dominate its industry and must meet size standards set by the government.

What are small business goals?

The Small Business Act of 1953 requires federal agencies to set yearly goals to give small businesses fair opportunities. These goals help track progress and improve results.

What small business categories are statutorily required to have agency contracting goals?

- Small Business
- Small Disadvantaged Business (SDB)
- Woman-Owned Small Business (WOSB)
- Historically Underutilized Business Zone (HUBZone) Small Business
- Service-Disabled Veteran-Owned Small Business (SDVOSB)

What is the role of the OSDBU?

OSDBU promotes small business participation across all categories. It sets policy, tracks progress and helps DOC meet its small business spend goals. OSDBU also reviews acquisition plans, evaluates subcontracting strategies, and advises on major purchases.

DOC Small Business Specialists

Bureau of the Census

Brighid Boykin

301-763-7494

Brighid.boykin@census.gov

First Responder Network Authority (FirstNet)

Jillian Gerna

571-307-5447

Jillian.gerna@firstnet.gov

National Institute for Standards and Technology (NIST)

Derek Greene

301-975-2166

Derek.Greene@nist.gov

National Oceanic and Atmospheric Administration (NOAA)

Lucas Payne

240-988-1560

Noaasb@noaa.gov

Patent and Trademark Office (PTO)

Gwendolyn Davis

571-272-3557

Gwendolyn.davis@uspto.gov

Shared Services Procurement Office (SSPO) (All other DOC Business)

Lauren Gueye

202-510-6793

lgueye@doc.gov

Dawn Gresham

202-482-7881

dgresham@doc.gov

Office of Small and Disadvantaged Business Utilization (OSDBU)

Joann J. Hill, Executive Director

202-482-4826

osdbu@doc.gov

GUIDELINES FOR SUCCESS:

Before reaching out to a SBS, it is essential to do your homework. Review DOC mission, learn each bureau's priorities, and compare opportunities in the Procurement Forecast Tool to your core competencies. This preparation will help you tailor your capabilities and engage with the right SBSs for targeted guidance.

Businesses should also take these steps to prepare for federal contracting opportunities with the DOC:

Step 1: Get registered in the System for Award Management (SAM.gov)

Step 2: Identify your company's North American Industry Classification System (NAICS) codes www.naics.com/search/

Step 3: Understand your customer, using data tools such as SAM.gov and USAspending.gov to view what products and services DOC historically buys

Step 4: Look for potential and upcoming contracting opportunities on SAM.gov or DOC Procurement Opportunity Forecast <https://www.commerce.gov/oam/industry/procurement-forecasts>

Step 5: Develop a Capability Statement, a concise, one-page overview of your business competencies. The capability statement should highlight your core capabilities and key performance elements that differentiate your business from the competition www.sba.gov/sites/default/files/2025-03/8a-CapabilitiesStatement-508.pdf

Step 6: Engage with DOC Small Business Specialists!

U.S. DEPARTMENT OF COMMERCE

THE DOC MISSION IS TO CREATE THE CONDITIONS FOR ECONOMIC GROWTH AND OPPORTUNITY FOR ALL COMMUNITIES.

Through its 13 bureaus, DOC works to drive U.S. economic competitiveness, strengthen domestic industry, and spur the growth of quality jobs in all communities across the country. DOC serves as the voice of business in the Federal Government, and at the same time, the DOC touches and serves every American every day. To learn more about DOC, please visit www.commerce.gov.

