

PETE ALPAUGH

Profile

Mr. Alpaugh has over 25 years' experience with Suss Consulting, supporting federal client engagements with contract pricing, market analysis, capture support, solution engineering, and proposal development. Most recent client engagements have focused on the development, preparation and submission of contract and task order price proposals.

- Requirements Analysis – Review solicitation documents; map technical and management requirements to price book templates and evaluation models; assess potential for off-book revenue generation and competitive gaming
- Teaming and Supplier Control – Analyze needs for partners and suppliers to compliment/supplement prime bidder skill sets; assess capabilities and competitiveness of third-party suppliers; support subcontract price and incentive negotiations
- Competitive Price Assessment – Identify significant competitors and associated teaming strategies; compile and analyze related price points and market drivers; prepare and present win price analyses to capture and sales and team leads
- Price Strategy – Develop customer-focused pricing strategies to maintain revenue and profit targets while minimizing evaluated prices; prepare pro forma profit and loss statements; conduct sensitivity analyses on pricing assumptions, parameters, and constraints
- Price Book Management – Prepare price workbook templates and cost models; manage collection and analysis of internal and third-party costs; apply win strategies across customer price workbooks; prepare price narrative covering benefits, assumptions, and calculations

During his tenure at Suss Consulting, Mr. Alpaugh has also supported a variety of strategic planning, development and execution projects. Market research projects have covered segmentation and sizing, opportunity profiling, competitive assessments, product/service pricing studies and financial forecasting analyses. He has conducted in-depth assessments of client strengths and weaknesses, product and market positioning, competitive threats and go-to-market strategy alternatives. He has structured and organized planning documents, facilitated client working groups focused on content marketing and sales plans. Mr. Alpaugh has also supported a variety of tasks to help clients operationalize these plans and assess performance toward the achievement of strategic objectives. These activities include the analysis, development, and restructuring of client business processes and organizational structures, the development of marketing and sales performance metrics, the analysis of information management processes and the launch of new business lines.

Project Highlights

As Project Director with Suss Consulting, Mr. Alpaugh has managed and supported a variety of capture, bid and proposal engagements with network, hardware/software developers and information technology service providers.

From 2015 through 2021, Mr. Alpaugh supported a large business bidder in pursuit of the GSA's \$50 billion global communications services contract. He provided up-front analysis of technical and price requirements, developed templates and models for price/cost collection activities, conducted competitive and sensitivity analyses across services and line items, and supported price bid preparation and final offer revisions. Post-award, he worked with capture and price leads to analyze requirements, develop price models, conduct competitive analyses and prepare task order price proposals for a number of large federal agencies including DOI, DOJ, DHS, SSA and DOD. Mr. Alpaugh also provided price strategy, teaming support, price book management, and win price analysis for a series of civil and defense task orders for a small business concern.

From 2010 through 2014, Mr. Alpaugh supported a small business prime contractor as proposal strategy lead and deputy proposal manager on a major DISA network engineering and implementation bid. On a sister program, he supported a large subcontractor with opportunity assessment, teaming strategy, solution development and pricing/business case analyses. He also supported a winning prime bidder on a GSA proposal for infrastructure engineering, installation, and operations. On this bid he participated in proposal planning, strategic gate reviews, and best-and-final offer negotiations with the government. Mr. Alpaugh supported a large systems integrator bid on a NIH IT services contract, providing requirements review and response template development, proposal management support and content strategy, and rolling reviews of and edits to proposal documents.

From 2009 through 2010, Mr. Alpaugh led a winning multi-billion-dollar small business VA proposal. Working as proposal manager, he had lead responsibilities for requirements analysis, proposal planning and resourcing, structure and content development, partner outreach and pricing strategy. He also supported proposal strategy, task order response development, and price volume preparation on a related VA proposal to provide integrated customer relationship management services.

From 2005 through 2009, Mr. Alpaugh provided direct capture management support for a prime bidder on what at the time was GSA's largest-ever network services acquisition. Pre-award, he supported initial opportunity shaping strategies, provided direct proposal response strategy and content development support, and participated in rolling reviews of proposal artifacts against stated requirements, win themes and discriminators. Post-award, he managed fair opportunity capture activities for a number of government buyers including DHS, DOI, USDA and the US Courts.

Education

MBA, Finance, Temple University

BS, Industrial and Systems Engineering, Virginia Tech