

LINDA VON PFAHL

Profile

Linda von Pfahl has 27 years of experience managing and writing proposals for Federal Government agencies, both civilian and defense. She has also managed proposals for state, local and commercial customers. Ms. von Pfahl ensures a compliant, compelling proposal is delivered on time.

Ms. von Pfahl manages the entire proposal lifecycle process. Her expertise includes participating in the bid/no-bid decision process and draft RFP activities (such as developing questions to the government, identifying potential compliance issues, and driving solution strategies). Once the RFP is released, she develops the comprehensive proposal plan, outline, schedule, and compliance matrix, and defines the proposal strategies and styles.

As the leader of a proposal team, Ms. von Pfahl conducts theming sessions and develops themes and discriminators. She also leads the kick-off meeting, daily stand ups, and color reviews and recovery efforts. Throughout the process, she assists in conceptualizing and designing graphics and establishing the proposal design and layout. Ms. von Pfahl manages authors, editors, subject matter experts, subcontractors, and desktop publishing staff. When required, she leads the post-delivery response effort for questions and clarifications.

Ms. von Pfahl also has extensive experience researching and writing proposal sections such as program management, past performance, resumes, training, and quality. For example, she worked with a program manager to create a 24-hour aircraft maintenance plan to ensure a military training operation maintained its instructor training plan.

Relevant Experience

Ms. von Pfahl is skilled at working with geographically distributed teams. For example, she managed the NIH Chief Information Officer, Solutions and Partners 3 (CIO-SP3) bid. She managed this large distributed team—including writers, editors, production staff, and subcontractors—using Go to Meeting, Share Point, and daily conference calls. Ms. von Pfahl also managed a distributed team working on a proposal for aircraft depot-level maintenance. Both of these customers were extremely happy with the final deliverable and the savings in office space and equipment.

In addition, Ms. von Pfahl has managed the National Oceanic and Atmospheric Administration (NOAA) Comprehensive Large-Array Data Stewardship System (CLASS); the HUD Program Management Office bid, which required an oral presentation; and the technical volume for a large IT outsourcing effort for the Commonwealth of Virginia's Information Technology Agency (VITA).

Education

M.A., English Literature, George Mason University (Thesis awarded GMU Eric Moline Prize) B.A., English Literature, George Mason University



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