

## WILLIAM M. REAP

### Profile

William Reap is a Senior Consultant with Suss Consulting. He has over 20 years of experience in acquisition management, business development, and proposal development for data and communications networks, cybersecurity, satellite systems, and information technologies. Mr. Reap had led proposals for a wide range of services including: system integration; design, modeling and testing; and managed services, as well as for air traffic control systems, a wide range of defense systems, credit and financial management systems, environmental engineering, medical information systems, reliability and safety engineering, avionics, and electro-optical systems. He has supported customers in the development of proposal transition plans for complex networks and network elements including transitioning multiple networks for the Army Private Cloud, transition of new voice services for Social Security field offices, transition of terrestrial broadband and satellite failover networks for Continuity of Operations for the US Postal Service, and transition of several major network for DoD and intelligence agencies, including support to DISA in the transition of the 5-eyes nations' SIPR REL network to the new Pegasus network which entails complex Public Key Infrastructure issues in addition to other network transition challenges.

### Relevant Experience

Mr. Reap has performed and supported all aspects of the proposal development process including: proposal management; volume management; win strategies and capture management; cost strategies, tactics and pricing; proposal structure and content; proposal writing and editing; preparation of clients for oral presentations; and serving on proposal review teams. He has prepared successful proposals for: the Executive Office of the President; the Departments of the Air Force, Army, and Navy; the Departments of Health and Human Services, Treasury, Energy, and Justice; the U. S. Forest Service; the U. S. Postal Service; the Federal Aviation Administration; CMS; the Social Security Administration; U.S. Coast Guard; and broad government-wide IDIQ contracts for the General Service Administration. His recent winning proposals have included communications and data networks, satellite networks, managed services, and a range of IT services for DOD and civil agencies. Mr. Reap has also provided capture management services, developed marketing strategies, and designed and developed corporate marketing materials. Mr. Reap prepared over 150 proposals since 1985 with a success rate of over 90%. These proposals have resulted in contract awards of many billions in new business and include the GSA Networx contract, one of the largest contracts ever awarded, for which Mr. Reap was responsible for systems architecture and numerous functional areas. Mr. Reap was proposal manager for: the successful GSA SATCOM II proposal and Connections II, a Social Security Administration information technology contract; several grant proposals under the economic stimulus program (ARRA); technical volume lead for the USAF UniComm proposal; capture manager for an unmanned air vehicle effort; and manager or writer for numerous other GSA, HHS, and DoD proposals involving the Global Combat Support System, health information technology, networks and communications, and managed services. Mr. Reap has developed contract and project transition plans as a part of numerous proposal, including for the Department of Education for a large student loan related IT effort; the US Army for a sensor program in a combat zone; transition of agencies to the Networx contract; and for a DISA engineering and managed services effort for Storage as a Service.

Prior to joining Suss Consulting, Mr. Reap spent fifteen years as a leading independent consultant with a practice that included business development, proposal support, and management consulting for systems, hardware, software, and services firms throughout the federal sector as well as those supporting the aviation industry, state health programs, foreign governments, and NATO. Mr. Reap previously founded, managed, and sold a successful firm providing naval architecture and combat systems engineering support to the modularity programs of the U.S. Navy and NATO.

**Education**

BA, English and Philosophy, Boston College