



INSIGHT SHIELD ANALYTICS

CORE COMPETENCIES

► Executive Strategic Advisory

Senior leaders from military, corporate, nonprofit, procurement, and federal sectors deliver strategic insight, influence, and executive engagement.

► Federal & Defense Market Strategy

Mission aligned market entry and positioning strategy informed by direct experience across the federal acquisition landscape.

► Business Intelligence & Opportunity Identification

Continuous market intelligence through research, federal spending analysis, and industry monitoring to identify emerging opportunities ahead of procurement release.

► Business Development & Capture Strategy

Intelligence professionals develop research, analysis, and BD products while senior advisors focus on strategy and executive engagement.

► Competitive Market Analysis

Intelligence informed research that qualifies opportunities, benchmarks competition, and aligns capabilities with federal mission priorities.

► Strategic Partnerships & Industry Positioning

Teaming advisory and positioning that connects partner capabilities with federal mission requirements ahead of procurement release.

► Government & Industry Relationship Development

Trusted relationships across DoD, the Intelligence Community, and private sector enable informed access to decision makers and stronger engagement.

DIFFERENTIATORS

Intelligence Pedigree: 125+ years of combined federal leadership spanning DoD intelligence, naval operations, Army command, defense policy, and federal contracting. Depth no generalist firm can replicate.

Active Market Intelligence: Ongoing procurement tracking and industry engagement keep clients positioned well before opportunities are formally released.

Relationship Driven Access: Deep rooted relationships across defense and intelligence sectors translate directly into stronger positioning and teaming opportunities.

Hybrid Delivery Model: Senior leaders deliver insight and executive engagement. Intelligence professionals deliver research, analysis, and BD execution. High-level expertise without traditional consulting overhead.

Proven Opportunity Impact: Business intelligence activities have already contributed to identifying strategic contract opportunities and partnership pathways for industry partners ahead of formal release.

PAST PERFORMANCE & COMPANY DATA

Past performance references to be provided upon request.

Business Type	Sole Proprietor / LLC
Founded	2023
NAICS	541611, 541618, 541690
UEI	JTAVK6EB5S21
CAGE	19YG0

KEY PERSONNEL

Ernie Hinojos

Founder | Intelligence | Strategic Advisory

30+ years in military intelligence, federal program management, and strategic consulting. Certified Agile Scrum Master; advanced expertise in ArcGIS, Tableau, UAS architecture, and cybersecurity. Senior advisor to GrantFlow (\$240M+ for nonprofits); supports Army 2030 UAS mission architecture.

RADM (R) Charles "Chip" Rock, USN **National Security | Defense Policy | Indo Pacific Operations**

Commander, U.S. Fleet Activities Sasebo; served on the Joint Staff J-5 shaping national defense strategy and alliance engagement. 30+ years leading operational command, installation resilience, and international security cooperation.

MG (R) James Simpson, USA **Defense Contracting | Federal Acquisition | Army Command**

Retired U.S. Army Major General with senior command experience across complex DoD organizations. Currently VP, DoD & Contracts at Catapult Growth Partners, advising on federal contracting strategy and public private engagement.

RADM (R) Jonathan A. Yuen, USN **Supply Chain | Infrastructure | Strategic Operations**

47th Chief of Navy Supply; led 20,000+ personnel, 110 facilities, and \$33B in global inventory. Presidential appointee and board trustee. MBA, Wharton; B.S., U.S. Naval Academy.

SUBJECT MATTER EXPERTS

Archisha Mehan

Federal Market Intelligence | Gov Con Finance | Growth Strategy

Founder, FedConsult. Former VP of Business Development at Fedmine and GovSpend; senior SBA lending leader across EagleBank, John Marshall Bank, and Sandy Spring Bank. 30+ years spanning federal spending analytics, contractor finance, and data driven market positioning.

Ted Milone, PMP

Federal Market Strategy | Enterprise IT | Capture Leadership

Managing Director of Market Intelligence, Deep Water Point & Associates. Former Tetra Tech operations leader managing a \$32M P&L, 200+ staff, and \$312M+ in awarded contracts across DISA, Army, and Air Force programs. 25+ years in federal growth strategy and IT modernization.

CLIENTS & PARTNERS

