

A National Perspective. Grounded in Real Projects.

ADVISORY SERVICES: PROJECT DEVELOPMENT & DELIVERY | BUSINESS GROWTH STRATEGY

CAPABILITY STATEMENT

Advisory Services for Consulting Firms

Gonzalez Associates, LLC (GA) helps consulting firms decide where to compete, which transit and passenger rail agency accounts to develop, and how to position and team for priority opportunities. GA works with executives, market leaders, and pursuit teams on decisions that shape growth before opportunities reach procurement.

Business Growth Strategy

Market and opportunity assessment. Identify agency capital programs and emerging opportunities that fit the firm's capabilities, geography, and growth objectives.

Agency account planning. Use agency priorities, funding, and procurement signals to guide relationship development and opportunity tracking.

Pipeline and investment priorities. Review the pipeline, identify gaps in capabilities and teaming, and help leadership decide where to commit business development resources.

Capture & Pursuit Support

Early positioning and teaming. Assess competitive position, identify potential partners, and define the role the firm is best placed to pursue.

Go/no-go and executive pursuit reviews. Test the case for pursuing an opportunity against client needs, team strengths, competitive position, and the resources required to compete.

Selected Leadership Experience

As WSP USA's Senior Vice President and Transit & Rail Market Leader for the Mid-Atlantic South, Oscar J. Gonzalez led market strategy, practice growth, and major pursuits. **During his tenure, the practice recorded more than $65 million in bookings and grew its transit and rail team from 19 to 50 specialists.**

Selected pursuits included the Virginia Passenger Rail Authority's Long Bridge Expansion Program and S-Line, Amtrak Washington Union Station Enabling Projects and BWI Station/4th Track Project, and the MARC Brunswick Line Third Track.

Oscar's leadership roles at Virginia Railway Express and in the Federal Transit Administration's Capital Investment Grants program give him an agency and federal perspective on how projects take shape and what drives procurement decisions. GA brings that perspective to market planning, opportunity assessment, and pursuit strategy.

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