



thuja

The management and decision layer for federal service delivery.

CAPABILITY STATEMENT

MBE

SBE

SEDB

AFR. AMERICAN-OWNED

Thuja LLC is the *single accountable partner* that manages, coordinates, and orchestrates pre-vetted vendors so agencies get compliant, on-time delivery, and turns program feedback into *defensible decisions*.

CORE COMPETENCIES

Thuja is the **management and decision layer**. We don't perform field labor; we guarantee it gets delivered, documented, and defensible.

- ◆ **Single-Award Program Management.** One accountable point of contact for multi-vendor task orders: PWS/SOW translation, an integrated master schedule, and delivery assurance against period-of-performance milestones, so contracting officers manage one relationship instead of many.
- ◆ **Vendor Orchestration & Surge Capacity.** A pre-vetted subcontractor network activated on demand, with onboarding plus license, insurance, and credential verification and OCI-free compliance, giving agencies scalable capacity without new procurements.
- ◆ **Quality Assurance & Performance Oversight.** QASP-aligned KPI tracking, timeline adherence, and proactive issue resolution that produce CPARS-ready performance and measurable service quality across every vendor.
- ◆ **Compliance & Agency Reporting.** Contracting-officer liaison, audit-ready documentation, escalation management, and structured closeout that reduce administrative burden and withstand oversight review.
- ◆ **Feedback Synthesis & Decision Intelligence.** Our Thuja platform converts survey, interview, and CX data into recommendations with confidence scores and traceable evidence, purpose-built for the A-11 §280 customer-experience mandate.

COMPANY SNAPSHOT

UEI	F26PUD2RUU15
CAGE	9SNY1
DUNS	131115373
FEIN	85-0782565
FOUNDED	2020
STRUCTURE	LLC

541611	PRIMARY	Admin & general mgmt consulting
541910	SECONDARY	Market research & polling
513210	PRODUCT	Software publishers (SaaS)

CERTIFICATIONS



MBE · NJ
Cert A0720-41 ·
exp 2027
Provisional



SBE · NJ
Cert A0720-40 ·
exp 2031
Category 1



SEDB · NJ
Cert A0720-42 ·
exp 2031
5-Year

DIFFERENTIATORS

Management layer, not field labor

We orchestrate vendors and own accountability, so agencies engage one firm instead of many.

Proven federal past performance

Trusted supporting CMS & HHS initiatives through established prime relationships.

Tech-enabled decisions

Purpose-built for the A-11 §280 CX mandate: feedback in, defensible decisions out.

PAST PERFORMANCE

CMS: Health Quality Reporting

2020-21

Administrative liaison between CMS, prime (Ad Hoc LLC), and multi-disciplinary vendor teams for HQR platform enhancements: stakeholder logistics, vendor integration, and milestone tracking. T&M.

IMPACT

Scaled HQR improvements across 12,000+ healthcare facilities through compliant vendor coordination.

Consensys: Product Research Ops

2021-25

Strategic operations management across research initiatives spanning sentiment, behavioral analytics, and CX, aligning third-party data with roadmap timelines and executive reporting. T&M.

IMPACT

Enabled data-informed decisions driving a 40% increase in active users and 35% reduction in churn.

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