



**NVBDC Services Committee**

# Pivoting to the Private Sector for Procurement Success



[NVBDC.ORG](https://www.nvbdc.org)

# Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Wrap-Up





# Opening Remarks



# In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



U.S. Small Business Administration

Supports veteran-owned businesses with export loans and international training.

Expands NVBDC's international network across 195 countries.



# Meet Our Presenters



**Paul Mara**  
Founder & CEO  
Diverse Supplier  
Development Corp.



**Mark Hollingshead**  
President  
DeltaPoint Partners



# Pivot to the Private Sector for Procurement Opportunities



An introduction to the  
**Brave New World of Private  
Sector Procurement** seeking  
SD/VOB suppliers!



@ 11 a.m. EST  
Wednesday  
2/25/2026

# Pivot to the Private Sector

## Agenda

- **Government Contracting Challenges**
- **Key Drivers of Supplier Diversity for Corporations**
- **The Value Proposition – Private Sector Procurement vs. Government**
- **Private Sector Overview**
- **Overview of 610+ Procurement Opportunities With 16 Corporations**
- **What You Need to Know to Pivot**
- **The Must Dos, Best Practices & Timeframes**
- **Who We Are and How Do We Work Together?**
- **Q&A**



## Today's Government Contracting Challenges

1. The shuttering of DEI programs in the federal government space
2. As of May 2025, one source, HigherGov, estimated that over **10,700 contracts with all suppliers have been terminated** since the beginning of the year. The total value of these terminated contracts was estimated at **\$71.1 billion**
3. For the VA **650** contracts were terminated through May 2025, many of which supported services directly for veterans

## Today's Government Contracting Challenges

4. Large business size standard limitations
5. Complex regulations & compliance
6. Highly competitive & competitive pricing
7. Lengthy procurement processes
8. Payment delays with government shutdowns
8. Past performance requirements
9. Administrative burdens, audits & oversight

## Today's Government Contracting Challenges

10. Changing priorities, budgets & contract terminations
11. Security clearances & data security requirements
12. Communication challenges due to bureaucracy and multiple points of contact
13. Reductions in federal staffing & lost relationships
14. The time & challenges in building the right relationship

**These challenges may lead some to consider  
Pivoting to the Private Sector!!**

**QUESTIONS?**



# The Value Proposition



## Private Sector Procurement vs Government

- **The target market is the Fortune 5,000 corporations**, far more than government agencies and **without the bureaucracy & red tape.**
- The estimated annual spend just for **SD/VOBs** is **\$122 billion**, **without any large business size restrictions** like in the government space.
- **The private sector supplier diversity spend is estimated to be in the trillions of dollars annually**, with an average annual corporate spend of **7 to 35%**.
- The private sector has much **quicker turnarounds on their procurement opportunities** than the government, without the bid protest and shutdowns.
- There are **only 2% or less** of all diverse-owned businesses that are private sector certified to work in the supplier diversity space of corporate America.

# Pivot to the Private Sector

## Key Drivers of Supplier Diversity for Corporations

- **Alignment With Corporate Culture & Workforce Inclusiveness**
- **Improve Supply Chain Competitiveness & Reduce Costs**
- **Enhance Brand Image**
- **Customer Requirements**
- **Corporations That Support Supplier Diversity Are More Profitable Than Those That Don't**
- **Improve Agility & Process Efficiency**
- **Reduce Supply Risk & Continuity With More Suppliers**

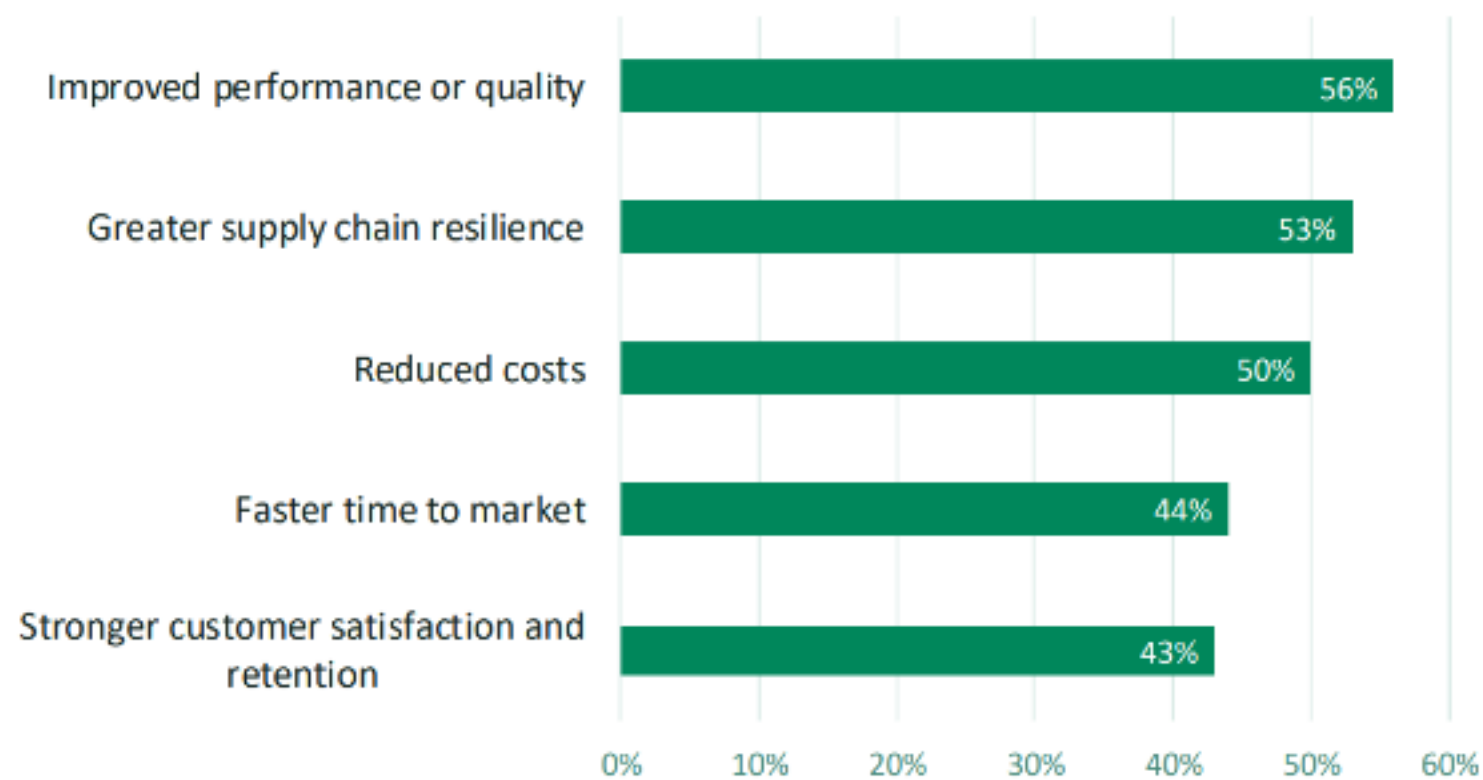


# Leaders see the value of small suppliers

## Leaders prioritized differently

- CEOs - fast time-to-market as the top benefit
- CFOs - cost reductions as a key benefit
- CPOs - increased supply chain flexibility, improved performance, and quality

## CPOs see the benefits of small suppliers



## Supplier Diversity for Corporations is Strong & Not Slowing!

**Corporate traction remains high, with supplier diversity increasingly recognized as a strategic advantage rather than a compliance checkbox.**

According to data from The Hackett Group's 2025 study and Supplier IO:

- **85%** of organizations plan to increase their small business spend next year.
- **71%** of U.S. companies say supplier diversity is more important now than ever.
- **82%** expect their programs to grow over the next two years.
- **Future-focused strategies**: Many companies view supplier diversity as part of their long-term procurement strategy—not just a diversity initiative.
- **Corporate supplier diversity remains more resilient**, especially where it aligns with business outcomes and supply chain strategies.

# Companies spent over \$122B with small suppliers



## Pivot to the Private Sector Billion Dollar Roundtable

- Non-Profit created in **2001** with **28** Corporations to establish a requirement **to spend at least \$1 billion a year** with diverse owned businesses
- In **2022**, BDR spend was **\$124 billion** on tier 1 and 2 diverse suppliers with **\$3.3 billion** spent on NVBDC certified SD/VOBs
- In **2023**, BDR spend was **\$140.5 billion** on tier 1 and 2 diverse suppliers with **\$4.3 billion** spent on NVBDC certified SD/VOBs – A **30% increase over 2022!**
- In **2024**, **4** additional corporations (**43** in total) were inducted into the BDR; **T-Mobile**, **Medtronic**, **Coca Cola** & **CBRE!**



# NVBDC Corporate Members





# NVBDC Corporate Members





# NVBDC Corporate Members



# Billion Dollar Roundtable – Current 42 Members

- **Abbott\***
- **Adient PLC\***
- **Amazon\***
- Apple Inc.
- AT&T Inc.
- Avis Budget Group
- Bank of America Corp.
- The Boeing Co.
- Bristol Myers Squibb
- **Caterpillar Inc.\***
- CDW Corp.
- Citi
- Comcast NBCUniversal
- Cummins Inc.
- **CVS Health Corp.\***
- **Dell Inc.\***
- **Duke Energy\***
- Entergy Corp.
- **Exelon Corp.\***
- ExxonMobil
- **Ford Motor Co.\***
- **General Motors Co.\***
- **Google\***
- **The Home Depot\***
- Honda North America Inc.
- IBM Corp.
- **Johnson & Johnson\***
- **Johnson Controls Inc.\***
- **JPMorgan Chase & Co.\***
- **Kaiser Permanente\***
- The Kroger Co.
- Lear Corp.
- Lockheed Martin Corporation
- **Merck & Co. Inc.\***
- Meta Platforms Inc.
- **Microsoft Corp.\***
- **Pacific Gas and Electric Co. (PG&E)\***
- **The Procter & Gamble Co. (P&G)\***
- **Stellantis (formerly Fiat Chrysler)\***
- **Toyota Motor North America Inc.\***
- **Verizon Communications Inc.\***
- **Walmart Inc.\***

*\*NVBDC Corporate Member*

## 16 Corporation seeking SD/VOB in 2025 – 610+ Needs

1. Automotive
2. Hospitality
3. Aerospace/Defense
4. Computer Technology
5. Delivery
6. Healthcare
7. Medical Products
8. Banking
9. Pharmaceutical
10. Travel
11. Telecommunication
12. Pharmacy
13. Insurance
14. Food Service
15. Automotive Supplier
16. Telecommunications

# Automotive Corporation – 136 Products or Services

1. Auto Production Products (*84 categories*)
2. Benefits & Professional Services (*16 categories*)
3. Marketing & Sales Marketing Programs
4. Transportation
5. Credit
6. Mexico Indirect Purchasing
7. Fleet Service (*10 categories*)
8. Tier 2 (*11 categories*)
9. Facility Management
10. IT & Software
11. Digital Marketing



# Hospitality Corporation – 113 Products or Services

1. Administrative
2. Chemicals
3. Cleaning Services
4. Direct Beverage
5. Engineering
6. Regional Bakery
7. Regional Laundry
8. Regional Meat, Seafood, Poultry & Produce
9. All Other Food Products



# Aerospace Corporation – 61 Products or Services

1. Information Technology *(3 categories)*
2. Professional Services *(23 categories)*
3. Manufacturing *(32 categories)*



## 2<sup>nd</sup> Automotive Corporation – 50 Products or Services

1. Direct Purchasing Vehicle *(38 categories)*
2. Direct Purchasing – Battery *(7 categories)*
3. Battery Assembly Commodities *(5 categories)*



# Computer Tech Corporation – 50 Products or Services

1. Customer Facing *(4 categories)*
2. HR Related *(8 categories)*
3. Financial & Legal *(3 categories)*
4. Human Capital *(5 categories)*
5. Marketing *(9 categories)*
6. Logistics *(5 categories)*
7. Production
8. Software *(4 categories)*
9. Technology
10. Global Real Estate & Facilities *(10 categories)*



# Mail-Package Delivery – 50 Products or Services

1. Advertising/Creative
2. Automation
3. Building Design & Construction
4. Facility Management & Security
5. Finance & Accounting
6. Food Services
7. IT Computer Hardware & Retail Systems
8. IT Software, Services & Cybersecurity
9. Material Handling & Packaging
10. Tradeshow, Travel, RELO, & Conferences



# Healthcare GPO – 34 Products or Services

1. Accounting & Architectural *(6 categories)*
2. Audit & Biomedical Services/Repairs
3. Catering & Food Services *(7 categories)*
4. Facility & Infrastructure *(5 categories)*
5. Printing & Courier Services
6. Driving & Shuttle Services *(10 categories)*
7. Financial Services
8. HVAC/Electrical
9. IT Consulting & VARS
10. Janitorial Services & Supplies
11. Facility Management & Security
12. Staffing



# Medical Product & Services Corporation – 28 Products or Services

1. Technology *(3 categories)*
2. Professional Services
3. Logistics *(4 categories)*
4. Construction *(6 categories)*
5. Marketing *(4 categories)*
6. Packaging
7. Chemicals
8. Facility Management & Maintenance
9. Contingent Labor
10. 3<sup>rd</sup> Party Manufacturing *(5 categories)*



# Financial Services Corporation – **23 Products or Services**

1. Staff Augmentation
2. Managed Services
3. IT Services
4. Consulting
5. Creative, Agency, Media, Marketing
6. Computer Hardware, Software & VARs
7. Legal Services
8. Facility Management & Office Supplies
9. Security Guard & Armored Vehicles
10. Records Management



# Pharmaceutical Corporation – **14 Products or Services**

1. Software & Software as a Service
2. IT Consulting
3. Machine Learning & Artificial Intelligence
4. Global Regulatory Affairs
5. External Medical Information
6. Consulting - Strategy-Operational-Specialty
7. Legal & Finance
8. Project Management
9. Communication & Commercial Strategies
10. Financial Services
11. Regulatory & Quality Services



# Global Airline – 12 Products or Services

1. Marketing & Communications
2. Fuel
3. Events & Sponsorships
4. Human Resources
5. Onboard Services
6. Health & Wellness
7. IT/Telecom & Technical Operations
8. Corporate Travel
9. Corporate Real Estate
10. Technical Operations
11. Global Cleanliness
12. Airport Customer Service & Cargo Logistics



# Telecommunication Corporation – **9 Products or Services**

1. Custom Computer Programming & Related
2. Computer System Design & Related
3. Professional, Scientific, Technical
4. Wired & Wireless Telecommunications Carriers
5. Satellite & Other Telecommunications
6. Telecommunication Resellers



# Pharmacy Corporation – 8 Products or Services

1. HVAC/Refrigeration
2. Signage Maintenance
3. Armored Truck Services
4. Employee Recognition
5. Translation Services
6. Pods Direct Mail
7. General Contracting for Renovations
8. For Resale Products



# Food Services Corporation – 11 Products or Services

## Indirect Services

1. Facility Management
2. Fleet Services
3. Marketing Services
4. Fuel Services

## Direct Services – 7 Categories



# International Automotive Supplier – **11 Products or Services**

1. Facility Management
2. Janitorial
3. Asset Base Logistics
4. Waste Management
5. Construction
6. Sort & Containment
7. Injection Molding (> \$30-\$50M revenue)
8. Stamping (>\$50M revenue)
9. Metal Tubes/Roll Forming (>\$20M revenue)
10. Wire Harness (>\$30M revenue)
11. Cut Parts/Foam, Molded Foam, Topper Pads, Undercovers (>\$30-\$50M revenue)



# Telecommunications Corporation – 4 Major Categories of Spend!

1. Engineering
  - Infrastructure
  - Tower Maintenance
  - Construction
2. Technical (Information Services)
3. Indirect
  - Marketing, HR, Facilities, etc.
4. Supply Chain
  - Warehousing
  - Logistics, etc.



# QUESTIONS?



# Pivot to the Private Sector

## What You Need to Know about Pivoting to the Private Sector for These Procurement Opportunities!



**New diverse suppliers entering the private sector space need to understand the following realities:**

1. Unlike the government, **there is no published posting of procurement opportunities** (RFXs) in the private sector space
  - This is both good and bad as most do not know about these opportunities but in the government, everyone does and can chase them
  - As such, suppliers interested in working in this space need to proactively pursue opportunities consistently and professionally
2. **There is no such thing as set asides or sole source opportunities** like the government, there are spending goals
3. **There are no quick wins, and business must be pursued with professional persistence**
4. If you are new to the private sector, **you are unknown, unproven, and untested** and thus a risk to corporations in providing you with procurement opportunities

# Pivot to the Private Sector

**What You Need to Know about Pivoting to the Private Sector for these Procurement Opportunities!**



5. **Be a subject matter expert, be flexible and responsive**
6. If you are new to business (less than 5 years), **there are many things you may not know about being a successful business**
7. You need to be **ready, willing, and able to deliver your product and services** and have **the scope and scale required** by the private sector
8. You need to be **solid, profitable, sustainable, and scalable**
9. **Research your target market** to understand their needs and challenges
10. Three Must Dos:
  - ✓ **Solve a Problem**
  - ✓ **Add Value**
  - ✓ **Provide Innovative Solutions**

# Pivot to the Private Sector

**What You Need to Know about Pivoting to the Private Sector for these Procurement Opportunities!** (Continued)



11. For SD/VOBs, you are **entering a mature space** where minority, women, disabled & LGBTQ+ suppliers have been working in **for 20-50 years**
12. Corporations may have long standing relationships with incumbent diverse suppliers that you must unseat to win opportunities
13. Without the right assistance and support, it could take you 12-18 months before being given any procurement opportunities
14. Plan that at a minimum, it will take twice as long and cost twice as much to enter a new market in a new way

# Pivot to the Private Sector

## The Must Dos & Best Practices



1. **Get certified** by the **National Veteran Business Development Council (NVBDC)**
2. Register in the supplier diversity portals of each corporation you would like to do business with
3. Have a **private sector-friendly and professional capability statement** that highlights: **NVBDC Certification**, **Core Competencies**, **Differentiators**, **Past Performance & Success Stories**
4. **Refine Your Value Proposition** for Corporate Buyers
5. **Target High-Growth Industries** Looking for Diverse Suppliers
6. **Build Corporate Relationships & Leverage Strategic Partnerships**
7. **Optimize Digital Presence** for Private-Sector Procurement

# Pivot to the Private Sector

## Secrets to Success



- 1. Reach out to the right people at the right corporations** (supplier diversity/development and procurement) and build strong relationships
- 2. Say and do the Right Things consistently**
- 3. Be Professionally Persistent** to show how much you want to do business with them

# Private Sector Certifying Bodies

- **Service Disabled/Veteran Owned Businesses:**
  - **National Veterans Business Development Council** (NVBDC)
    - Main website: [nvbdc.org](http://nvbdc.org)
    - Certification link: [nvbdc.org/certification-landing-page/](http://nvbdc.org/certification-landing-page/)
    - Certification is done online
- **Women-Owned Businesses**
  - **Women Business Enterprise National Council** (WBENC)
    - Main website: [wbenc.org](http://wbenc.org)
    - Certification link: [wbenc.org/certification](http://wbenc.org/certification)
    - Certification is conducted at 1 of their 14 Regional Partner Offices
- **Minority-Owned Businesses**
  - **National Minority Supplier Development Council** (NMSDC)
    - Main website: [nmsdc.org/](http://nmsdc.org/)
    - Certification link: [nmsdc.org/mbes/mbe-certification/](http://nmsdc.org/mbes/mbe-certification/)
    - Certification is conducted at 1 of their 23 Regional Affiliate Offices



# Private Sector Certifying Bodies

- **LGBTQ+ Owned Businesses**

- **National Gay & Lesbian Chamber of Commerce (NGLCC)**

- Main website: [nglcc.org](http://nglcc.org)
- Certification link: [nglcc.org/get-certified](http://nglcc.org/get-certified)
- Certification is conducted at 52 Regional Affiliate Offices

- **Disabled Owned Businesses**

- **Disability:IN**

- Main website: [disabilityin.org](http://disabilityin.org)
- Certification link: [disabilityin.org/what-we-do/supplier-diversity/get-certified/](http://disabilityin.org/what-we-do/supplier-diversity/get-certified/)
- Certification is conducted at 38 Regional Affiliate Offices



# Who We Are

## Diverse Supplier Development Corporation (DSDC)

- Began development in 2015 & **was formally established in 2017, and began supporting the NVBDC with corporate & SD/VOB Outreaches.**
- **Mission:** Serving as a **Guide to Educate & Empower** all SD/VOB to Succeed in the Private Sector Supplier Diversity Space with the Fortune 5,000 corporations.
- **Our Goal:** Bringing SD/VOB **together with corporations for procurement opportunities** by going both Upstream & Downstream and fellow SD/VOBs for teaming & client relationships.



## Our “Downstream” Success Stories:

Since 2018, Diverse Supplier Development Corp & DeltaPoint Partners have proactively solicited more than **1,908** separate “Downstream” product and service procurement opportunities seeking SD/VOB Suppliers from **150+ different corporations**, including the likes of:

- |                                   |                             |
|-----------------------------------|-----------------------------|
| 1. Abbott                         | 9. General Dynamics         |
| 2. Accenture                      | 10. Hallmark                |
| 3. AT&T                           | 11. Medtronic               |
| 4. Best Buy                       | 12. NFL for the Super Bowls |
| 5. Boeing                         | 13. Target                  |
| 6. Capital One (more than 80)     | 14. T-Mobile                |
| 7. Disney (current opportunities) | 15. UNFI                    |
| 8. Ford                           | 16. UnitedHealth Group      |

**In 2024 and 2025, we worked on 728 “Downstream” opportunities including the Opportunities presented during this webinar!**



# Who We Are

## DeltaPoint Partners

- **WE SPECIALIZE IN HELPING BUSINESSES SUCCEED!**
- **At DeltaPoint Partners we bring a team of experienced executed level professionals that specialize in helping businesses succeed by utilizing large private sector procurement opportunities and matching them with pre-qualified and certified Veteran / Diverse Suppliers.**

**As a team we have over 200 years of business & sales/marketing experience we bring to our clients!**



# Pivot to the Private Sector

## What's Next?



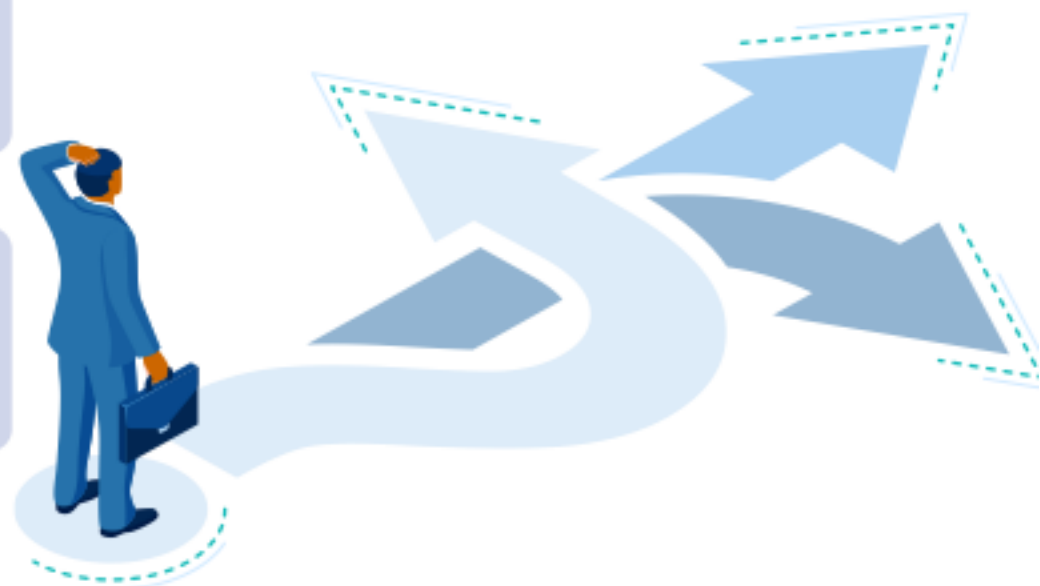
Contact us for more information about Pivoting to the Private Sector and NVBDC Certification and to explore any of these Procurement Opportunities



Register for our **FREE Opportunity Alerts** for automatic notification of any "Downstream" procurement opportunities



Sign up for more information about our Vetted Bench & Business Marketing Support Programs



# Final Questions Regarding Pivoting to Corporate America?



# Thank You for Attending!

Please feel free to contact any of us for additional information.

Mr. Paul F. Mara (Army Veteran)

**Diverse Supplier Development Corp & National  
Veteran Business Development Council**

**612-889-5887**

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Mr. Mark Hollingshead

**DeltaPoint Partners**

**315-766-8906**

[mthollingshead@deltapointpartners.com](mailto:mthollingshead@deltapointpartners.com)



# NVBDC – Digital Readiness Webinars

*In Partnership with the Diverse Supplier Development Corporation (DSDC) & DeltaPoint Partners*

- **Pivoting to the Private Sector for Procurement Opportunities**  
Wednesday, February 25 – 11:00 a.m. to 1:00 p.m. ET
- **Marketing 101**  
Tuesday, March 24 – 11:00 a.m. to 1:00 p.m. ET
- **Private Sector Capability Statements: Best Practices**  
Wednesday, April 22 – 11:00 a.m. to 1:00 p.m. ET
- **LinkedIn, Facebook and Instagram Profiles**  
Thursday, May 14 – 11:00 a.m. to 1:00 p.m. ET
- **Creating a Website Funnel Page**  
Thursday, June 11 – 11:00 a.m. to 1:00 p.m. ET

**Registration Opening Soon! Visit  
[NVBDC.org/events](https://NVBDC.org/events).**



# In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



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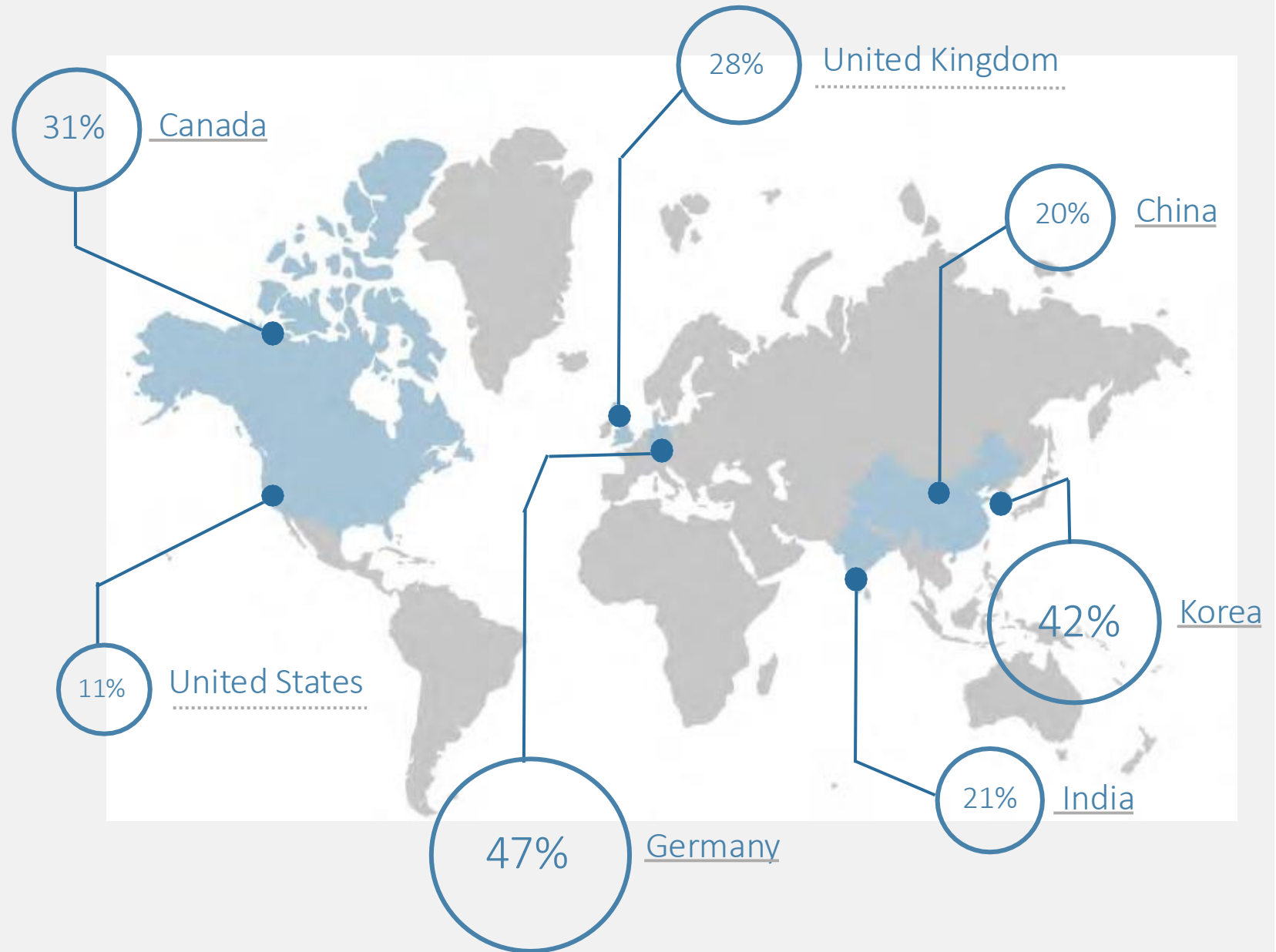


# Why Exports Matter

More than 70% of the world's purchasing power and 95% of world consumers are outside of the United States. Competitors are increasing their global market share while the U.S. is underperforming.

With only 11% of our GDP generated by exports...

It's safe to say we have a lot of room for growth.



Exports of goods & services (% GDP)

Source: WorldBank 2021

A person wearing a denim shirt is sitting at a wooden table in a warehouse or office setting, using a handheld scanner to scan a box. The background shows several cardboard boxes and a window. The entire image has a blue tint.

Companies that export,  
grow faster.

And are less likely to go out of business.

# NVBDC – Going Global Webinars

- **Export 101: Getting Started with Global Sales & Market Entry**  
**Wednesday, March 11** – 11:00 a.m. to 1:00 p.m. ET
- **Export 201: Executing Your Global Sales & Go-To-Market Strategy**  
**Wednesday, March 18** – 11:00 a.m. to 1:00 p.m. ET
- **EXIM Export Readiness Financial Training**  
**Wednesday, April 8** – 12:30 to 2:00 p.m. ET



**View All Events &  
Register Today!**

***[NVBDC.org/events](https://NVBDC.org/events)***





# Q & A



# We value your feedback!



Scan here or visit  
[bit.ly/49cMMKn](https://bit.ly/49cMMKn)

**Please take a moment to complete our post-event survey.** It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



# Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

**Corporate Members are encouraged to join and participate in the conversation!**



# NVBDC – JumpStart Webinars

- **How To Do Business With Becton Dickinson (BD)**  
Thursday, February 26 – 11:00 a.m. to 12:30 p.m. ET



**Anisha Jackson**  
Senior Manager  
Supplier Inclusion  
Becton Dickinson (BD)



**View All Events &  
Register Today!**

[NVBDC.org/events](https://NVBDC.org/events)



# Meet the Team



**John ("JT") E. Taylor**  
Services Committee Chairman  
Board of Directors



**LTC (Ret) Kathryn M. Poynton**  
Director, MVO Task Force  
Board of Directors



**Annette Stevenson, US Army  
Veteran, CPSD, C.P.M.**  
Board of Directors  
Services Committee



**Tammi Hart**  
Senior Vice President, NVBDC  
Services Committee



**Joann ("Jo") Cobb**  
Certification Analyst,  
Certification Committee  
Services Committee



**Toni Moses**  
Relationship Manager,  
Certification Committee  
Services Committee





# Thank You For Joining Us Today!

## Pivoting to the Private Sector for Procurement Success

