



LEGACY BAY

COMPLIANT · COMPETITIVE · CUSTOMER-FOCUSED

CAPABILITY STATEMENT

VETERAN-OWNED · SBE CERTIFIED · FIVE-DIVISION GOVERNMENT CONTRACTOR

COMPANY DATA

Entity	Legacy Bay LLC
Principal	Conrad Bellard
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CAGE	21AG0
SAM ID	
SBE Cert	
Address	2600 K Ave., Ste 150B, Plano, TX 75074
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COMPANY OVERVIEW

Legacy Bay is a veteran-owned small business holding company headquartered in Plano, Texas, delivering integrated solutions to federal, state, and local government agencies as well as commercial and institutional clients. Through five specialized divisions, Legacy Bay provides a single, accountable point of contract for complex, multi-disciplinary requirements — from supply chain and technology to workforce, creative, and financial advisory. We partner with each client to establish best practices that are **compliant, customer-focused, cost-effective, and competitive**, ensuring hassle-free, on-time delivery from point of origin to point of completion. Our consolidated structure pairs the agility of a small business with the breadth of capability typically reserved for far larger firms.

CORE COMPETENCIES — FIVE DIVISIONS

1 Logistics & Supply Chain

- Supply chain consulting & logistical support
- LTL & truckload (dry van, flatbed, refrigerated)
- Warehousing, distribution & fulfillment
- Project cargo & freight arrangement
- Medical equipment & supplies
- Packaging & labeling services

2 AI & Technology Consulting

- AI strategy, adoption & implementation
- Custom software & computer systems design
- Workflow automation & integration
- Computing infrastructure & data processing
- AI design, prompting & enablement
- Other computer-related services

3 Workforce & Org. Solutions

- Workforce enablement & change management
- Leadership development & executive coaching
- Training design, facilitation & delivery
- Performance management & HR consulting
- Team development & conflict resolution
- Organizational & culture change

4 Creative & Digital Services

- Brand development & graphic design
- Web, UI/UX & mobile app design
- Advertising & digital marketing
- Audio / video & multimedia production
- Social media & infographic design
- Computer systems & software publishing

5 Financial Services & Advisory

- Financial management consulting
- Budget, cost & benefit analysis
- Advisory & program support services
- Management development & training
- Technical & systems advisory
- Compliance & capability advisory

★ One Prime. One Team.

- A unified prime contractor able to scope, staff, and deliver across every division under a single agreement and point of accountability.

DIFFERENTIATORS

- ✓ **One accountable prime, five integrated divisions** — no layers of staff or red tape; clients work directly with senior practitioners.
- ✓ **Veteran-owned & SBE certified** small business with set-aside and sole-source eligibility.
- ✓ **Cross-sector past performance** spanning federal, state, education, nonprofit, and enterprise environments.
- ✓ **From strategy to adoption** — proven ability to move organizations from training and planning to measurable, day-to-day use.
- ✓ **Certified expertise** — Prosci ADKAR, Everything DiSC, The Five Behaviors, and ICF coaching credentials.
- ✓ **25+ years** of brand, digital, and technology delivery for small businesses through Fortune-class clients.

SELECTED PAST PERFORMANCE

- U.S. Department of Education | Interactive Design (Federal)**
 Led design delivery on Department of Education projects through Accenture Federal Services, including the NSLDS website redesign.
- WHEDA — WI Housing & Economic Dev. Authority | State**
 Delivered a statewide, in-person conflict management and communication workshop using behavioral styles for a public-sector audience.
- Alabama Assoc. of Regional Councils (AARC) | State / Local**
 Provided leadership and team-effectiveness training for regional government councils, strengthening public-sector collaboration.
- Alabama Dept. of Rehabilitation Services | State**
 Delivered leadership training, culture engagement, and statewide workforce development support.
- Minnesota Department of Health | State**
 Facilitated virtual workshops supporting leadership resilience and employee learning for government staff.
- ASAE & Enterprise Clients | Commercial**
 Enhanced digital presence and member engagement via user-centered design; UX and creative direction for PNC Financial and Digitas Health (GSK, Merck, Pfizer).

CERTIFICATIONS

- Veteran-Owned Small Business
- Small Business Enterprise (SBE)
- Certified Black Business — USA Black Chambers of Commerce
- Eastern Minority Supplier Development Council
- Authorized Partner — Everything DiSC
- Authorized Provider — The Five Behaviors
- Prosci ADKAR Change Management Practitioner
- International Coaching Federation (ICF)

PSC CODES

R701 T001 T011 T016 U001 U009

ACCEPTS

Check · Credit Card · PayPal · ACH

PERFORMANCE HIGHLIGHTS

\$23M PORTFOLIO OF LEADERSHIP & ORG. DEV. INITIATIVES MANAGED	50K+ PARTICIPANTS REACHED ACROSS ENABLEMENT PROGRAMS
95% ADOPTION ON A PERFORMANCE-MANAGEMENT ROLLOUT	75% PROGRAM COST REDUCTION VIA SCALABLE DESIGN
87% AVERAGE SATISFACTION ACROSS TRAINING PROGRAMS	25+ YEARS DELIVERING BRAND, DIGITAL & TECH SOLUTIONS

NAICS CODES

LOGISTICS & SUPPLY CHAIN	AI & TECHNOLOGY CONSULTING	WORKFORCE & ORG. SOLUTIONS
423440 Other Commercial Equip. Wholesalers 423490 Other Prof. Equip. & Supplies Wholesalers 484110 General Freight Trucking, Local 484121 General Freight Trucking, Long-Dist. TL 484122 General Freight Trucking, Long-Dist. LTL 484220 Specialized Freight Trucking, Local 488510 Freight Transportation Arrangement 493110 General Warehousing & Storage 541614 Distribution & Logistics Consulting 561910 Packaging & Labeling Services 812331 Linen Supply	541511 Custom Computer Programming 541512 Computer Systems Design Services 541519 Other Computer Related Services 518210 Computing Infrastructure & Data Proc. 513210 Software Publishers	541611 Admin. & General Mgmt. Consulting 541612 Human Resources Consulting 561312 Executive Search Services 611710 Educational Support Services 541990 All Other Prof. / Sci. / Tech. Services
FINANCIAL SERVICES & ADVISORY	CREATIVE & DIGITAL SERVICES	
541690 Other Scientific & Technical Consulting 611430 Mgmt. & Professional Dev. Training 541512 Computer Systems Design Services	541430 Graphic Design Services 541810 Advertising Agencies 512191 Teleproduction & Postproduction 513210 Software Publishers	

LET'S WORK TOGETHER

Teaming, subcontracting & set-aside opportunities welcome.

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