

## Q&A with Andrea Stone, CEO of Dynamic Pro, Inc a Management Consulting Company providing Mission Support Services, Financial Support and Acquisition Management to Government Agencies



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**Interview conducted by:**  
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**CEOCFO: Ms. Stone, what was the vision when you founded Dynamic Pro, Inc (DPI)?**

**Ms. Stone:** When I started the company, I was coming from years of working at large, multinational consulting firms. In large organizations, you have so many layers of approvals and decision-making bodies, and I felt that in the government space our customers could use more agility, where solutions are provided with a quicker turnaround. This motivated me to start a small business, where we could provide services at a faster pace, yet keeping the quality of resources who work at large companies. That was our beginning vision.

**CEOCFO: What is the focus for the company today?**

**Ms. Stone:** We started as a management consulting company and we continue along those lines today. At our core, we are solutions oriented – we look at where customers have challenges and how we can take them from an as-is problem to a future-state solution. Of course, the government has such a wide variety of needs that it is a must to specialize. Therefore, what we have done at DPI is specialize in two types of services. One is mission support services where we are helping customers with their day to day activities, such as financial support or acquisition management; very detailed types of projects. Secondly, we help with transformation efforts that consider the big picture, the mission and how to align employees and rally them so that they can accomplish that mission. Just as we've built long-term relationships with our customers, our mission continues to be the same –delivering a multidisciplinary approach to provide rapid response and solutions to our clients. We are committed to reach our client's mission goals and effectively responding to change and challenges. Clients recognize us for our vision, quality of work, and high energy, and commitment to outcomes.

**CEOCFO: Would you give us an example of both sides of the business?**

**Ms. Stone:** For mission support, a great example is acquisition management. In this field, we are looking at providing support along the entire acquisition life-cycle, from acquisition planning to contract closeout. An example for the transformation side would be change management, where we enable organizations to create and sustain lasting change through training and strategic communications.

**CEOCFO: Are you primarily working with the government these days?**

**Ms. Stone:** Yes. We started offering services to the private sector. Now our practice is ninety percent public sector.

**CEOCFO: What do you understand about working in the public sector?**

**Ms. Stone:** Let me start with the opportunities and what I find so rewarding about working in the federal sector. You come across public servants that are so committed and dedicated to our nation that it is an honor to work with them and support

their programs; they have such a high degree of commitment and their mission is critical to the country. I would say that the challenges are mostly related to time, particularly to position and to sell a service. As a small company, you face all kinds of challenges when you have a cycle of two to three years to sell a product.

**CEOCFO:** *When you are working with a government agency which may not be ready for the latest technology or the most effective solution as that would maybe mean a transformation in some of their systems. How are you able to provide the best guidance, but perhaps not be able to use the best tools to get there?*

**Ms. Stone:** You are asking a critical question, because technology moves very fast! You can picture a technology cycle that takes six months and a procurement cycle that takes three years. By the time the government puts a requirement out, the technologies are outdated. Therefore, what we advocate, and it has been part of the reason why we have been so active in our acquisition support, is to help the government understand the disconnect between the cycles, between the technology and the acquisition and to help them make those decisions faster. In such a way, clients can manage projects in small iterative cycles, make faster decisions, and deal with the fast pace of technological advancements.

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**CEOCFO:** *Would you tell us about your work at Homeland Security? What do you understand about the challenges that less experienced organizations do not? What can you bring to the table from your experience?*

**Ms. Stone:** We were very fortunate to start working with Homeland Security back in 2004, when our firm was very young. I say fortunate, not because it was easy. It was all the opposite. It was very painful to see chunks of many different agencies being glued in such a dramatic way. The advantage for us is that we understand how these organizations came together and how the leadership team evolved in those few years. When you think of the mission of Homeland Security it made absolute sense for those agencies or those components to consolidate. There is a high degree of coordination that you need today between all DHS components. They are now all very much interconnected. The key is to continue working towards a “one DHS” concept, which DHS leadership is diligently working on. Standardizing common requirements is critical, for example, required clearance levels and adjudication process. For example, some component clearances are not reciprocal at other components. The more the agency standardizes key foundational processes such as clearance process and the acquisition process, the more DHS will get economies of scale.

**CEOCFO:** *Would you tell us how Dynamic Pro is involved with the series of hurricanes recently?*

**Ms. Stone:** It has been five years since we began working with HHS (Health and Human Services), specifically with the Assistant Secretary for Preparedness Response. Our engagement with them happens at two levels. The first one is for planned events such as presidential inaugurations and the Papal visit. The second one is for emergencies such as hurricanes. With the hurricanes, our engagement has been mostly providing emergency response transportation for federal employees, first responders, and public in need of help. Working in collaboration with HHS staff, DPI has been responsible for the rapid deployment, travel, and transportation of over 2,000 emergency medical responders to the areas of the country most affected by these weather systems. It has been more than challenging to respond to three large scale events, one after the other, and our staff are still working 12+ hour days in the aftermath of these tragedies.

**CEOCFO:** *How were you able to put together a team at quick notice, for example, in a hurricane situation? What is the structure of your organization so that you can do this?*

**Ms. Stone:** We have a 24/7 monitoring operation where our people are in constant watch along with the government’s team. When these events happen, we have a network of resources able to rapidly deploy and respond with minimal ramp-up time. We also provided surge support with some of our corporate staff, so that at any point we have the right number of resources available to coordinate the required response. As you can imagine, it is not just providing the assets to move these people, but also the whole coordination and logistics.

**CEOCFO:** *Dynamic Pro Inc was recognized on the Inc 5000 list, so clearly business is good. How do you continue the trajectory?*

**Ms. Stone:** Lynn, I do not think that there is such a thing as “continue the trajectory”. You must continuously swim because if you are not aiming up, you are going down. A clear plan and focus is key, and for us there are two levels that we are very keenly working. The first one is the organic side of the house, where we have very strong employee

engagement and people to implement those initiatives to exceed our current customers' expectations and win follow-on and expanded work. On the other side of the house there is new business development and we are constantly meeting new federal staff to understand their needs. We combine this with an emphasis on partnering with other companies – in this environment, as a company, you can seldom provide the best product alone. The norm has been to partner selectively and provide the government with the comprehensive results they want.

**CEOCFO: *Would you tell us about Dynamic Pro named as one of the Top Women Led businesses to work for?***

**Ms. Stone:** That was a big honor! The most interesting part of the recognition was the fact that we have been involved in several STEM initiatives and particularly the fact that there are areas where there is less participation of women than males, especially in technical areas such as cyber security. It is challenging to staff projects with a diverse workforce when ninety percent of applicants are men. We have been very actively engaged in participating and supporting the STEM program through some of our networks, like Women in Transportation, and Women in Homeland Security. When we got that recognition of being highlighted as a woman owned company, it was really rewarding from that perspective!

**CEOCFO: *There are many companies involved with government services. How does Dynamic Pro Inc standout?***

**Ms. Stone:** There are two different strategies that small companies can adopt. One is to develop a functional expertise, the other one is to develop domain intimacy. We have chosen a hybrid model where we are very good at what we do and we are keen in understanding our customers, building long-term relationships, and immersing ourselves in our customer's environment. We are very proud of developing that specific expertise and customer intimacy, which allows us to provide superior service to other consulting firms.

