

THE HERRON GROUP, LLC

CAPABILITY STATEMENT *Navigate Complexities. Engineer Success. Measure Impact.*

COMPANY OVERVIEW

The Herron Group, LLC (THG) is a Ph.D.-led AI implementation and strategic consulting firm serving federal, state, tribal, and local agencies. THG pairs technical AI expertise with two decades of leadership inside mission-driven and public-sector systems. We build practical AI tools, measurement frameworks, and strategy that produce outcomes agencies can verify and report. THG is an AI implementation firm, not an education consulting company.

WHO WE SERVE

- Federal, State, and Local Government Agencies
- Tribal Nations and Indigenous Communities
- K-12 and Higher Education Institutions
- Workforce, Health, and Human Services Programs
- Nonprofits and Community-Based Organizations

CORE COMPETENCIES

- **AI Implementation:** Custom chatbots, automated workflows, compliance and accreditation intelligence systems, and secure data pipelines, from readiness assessment through deployment and staff training.
- **Measurement Design:** Program evaluation, logic model development, outcome measurement, instrument design, psychometrics, and data visualization that turns raw data into decisions.
- **Systems Strategy:** Organizational mapping, process optimization, strategic planning, cross-sector collaboration design, and change management.

DIFFERENTIATORS

- **Technical and Domain Expertise in One Firm:** AI certifications from MIT Sloan, Google, and IBM, paired with 20+ years of public-sector leadership.
- **Ph.D.-Led Methodology:** Research-grade rigor applied to real operational problems.
- **Built for Sensitive Environments:** Sovereignty-respecting tribal implementation with governance-first, human-in-the-loop delivery.
- **Proven, Productized IP:** We do not just advise on AI. We ship and support it in production, including our own live SaaS platform (see below).

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COMPANY FILE

Legal Name: The Herron Group, LLC

UEI: HVZ1D9S2VUJ4

CAGE Code: 229X3

OK Supplier #: 000640831

SAM.gov: Registered and Active

Structure: Single-Member LLC

Certifications: SBA-Certified WOSB, EDWOSB, and OKWOB

Leadership: Marsha Herron, Ph.D.

Website: theherrongroupllc.net

PROCUREMENT CODES

NAICS Codes

- 541611 Administrative and General Management Consulting Services (Primary)
- 541512 Computer Systems Design Services (Secondary)

PSC Codes

- DA10 IT and Telecom: Application Development Support
- R499 Support: Professional, Other
- B599 Special Studies and Analysis: Not R&D

ENGAGEMENT MODELS

- **Scoped Pilots:** 60-to-90-day proofs of concept.
- **Fixed-Scope Projects:** Defined deliverables and milestones.
- **Retainer and Advisory:** Ongoing strategic support.

CONTACT

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FLAGSHIP PLATFORM **Careervo** | careervo.io

Careervo is THG's voice-first AI career coaching platform, engineered to bridge the digital and literacy divide in workforce development. It converts spoken answers into ATS-ready resumes, individualized training plans, and mock interviews across 16 languages, with dual ATS and Job Readiness scoring and Measurable Skill Gains (MSG) tracking for federal reporting. Built for WIOA programs, workforce boards, and agencies serving high-accessibility populations. A dedicated Careervo capability statement is available on request.

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