

COMPANY OVERVIEW

Careervo™ is a pioneering, Ph.D.-led, voice-first AI career coaching platform engineered to bridge the digital and literacy divide in workforce development. By turning resume and training document creation into a natural, conversational dialogue, Careervo helps job seekers generate competitive, professional resumes and individualized training plans without staring at blank pages or needing advanced typing skills.

WHO WE SERVE

- **Workforce Program Participants:** WIOA clients, job seekers, and laid-off adults.
- **High-Accessibility Groups:** low-literacy, limited-typing, and disabled users.
- **Career Changers and Transitioners:** veterans translating military experience to civilian roles.
- **Next-Gen Talent:** high school and college students mapping pathways.

CORE COMPETENCIES

- **Voice-First Document Generation:** conversational interview flows that convert spoken answers directly into formatted, ATS-ready resumes and cover letters.
- **Universal Accessibility:** support for low digital literacy, with built-in photo parsing that accepts handwritten notes and intake forms straight from a camera upload.
- **Multilingual Architecture:** native AI career guidance and documentation in 16 core languages.
- **Outcome-Driven Pathway Mapping:** guides users to credential pathways and tracks Measurable Skill Gains (MSG) for federal reporting.
- **Integrative Mock Interviewing:** real-time verbal interview practice tailored to target roles, with constructive automated feedback.

DIFFERENTIATORS

- **Ph.D.-Led Methodology:** research-backed pedagogy developed by Dr. Marsha Herron for equitable access and verified career progression.
- **Active Building, Not Just Scoring:** Careervo co-creates high-quality documents from scratch through dialogue, rather than only scoring files you already have.
- **Dual Scoring Engine:** both an ATS Readiness Score and a Job Readiness Score before submission.
- **Case Manager Force Multiplier:** automates administrative drafting so career navigators focus on high-impact, relationship-driven mentoring.



COMPANY FILE

Legal Name: The Herron Group LLC
D/B/A: Careervo™
UEI: HVZ1D9S2VUJ4
CAGE Code: 229X3
OK Supplier #: 000640831
Certifications: SBA-Certified WOSB and EDWOSB
Leadership: Marsha Herron, Ph.D.
Websites: careervo.io | theherrongroup.net

PROCUREMENT CODES

NAICS Codes (SAM.gov registered):

- **541611** Administrative Management and General Management Consulting Services (Primary)
- **541618** Other Management Consulting Services
- **513210** Software Publishers

PSC Codes:

- **U008** Training and Curriculum Development
- **R499** Support: Professional, Other

ENGAGEMENT MODELS

- **Scoped Pilots:** 60-to-90-day trials configured for workforce agencies.
- **Enterprise SaaS:** scaled licenses matching WIOA cycles (\$15/user/mo).
- **Concierge Service:** managed finished-document delivery from \$750/mo.

CONTACT

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Navigate Complexity. Engineer Success. Measure Impact.

Note: The Herron Group integrates AI-assisted tools into our research, analysis, and document development processes to enhance quality and efficiency. All strategic direction, client engagement, and final deliverables are led and reviewed by THG team members. We take your privacy seriously. Client information is treated as confidential, is not used to train AI models, is not shared with third parties, and is used solely in service of your project.