



MARY NORRIS INC.

STRATEGIC INFRASTRUCTURE & ORGANIZATIONAL STABILIZATION

We Keep Good Organizations From Dying.

Mary Norris, Inc. is a strategic consulting and infrastructure firm that **stabilizes and fortifies** nonprofits, small businesses, and community-based organizations facing **strained or fragmented operations, low visibility, and unsustainable systems.**



Federal

- UEI: WV96AK4EMZ13
- CAGE Code: 9VX02
- SBA Certification: WOSB Certified
- eRA Commons: Registered / Active Access Established

Virginia

- eVA Vendor ID: SUP349978
- Virginia VLIN ID: VA10129353

SWaM SWaM Status: Applied For / Pending

Florida

- Florida Vendor Number: F851455732001
- MFMP Registration: Active

CORE CAPABILITIES



STRATEGIC INFRASTRUCTURE

- Governance systems
- Operational alignment
- Organizational stabilization
- Strategic planning



VISIBILITY & COMMUNICATIONS

- Messaging architecture
- Public positioning
- Digital visibility
- Stakeholder communications



COALITION & PARTNERSHIP SYSTEMS

- Coalition architecture
- Partnership alignment
- Civic infrastructure
- Cross-sector engagement



CAPACITY & EXECUTION

- Grant strategy
- Program implementation
- Training & facilitation
- Sustainability systems



OUR DIFFERENTIATORS

- Real-world governance and operational leadership experience
- Cross-sector infrastructure and coalition fluency
- Federal, procurement, and grants readiness integration
- Combines visibility systems with operational strategy
- Built for organizations navigating growth or transition
- AI-enabled operational and communications infrastructure

PAST PERFORMANCE HIGHLIGHTS



Organizational Infrastructure & Stabilization
Designed and implemented governance, operational, procurement, communications, and sustainability infrastructure supporting organizational stabilization, compliance readiness, board development, strategic planning, funding readiness, and long-term operational durability.



Federal & Procurement Readiness Systems
Established multi-platform federal and state procurement readiness infrastructure, including SAM.gov registration, UEI activation, SBA WOSB certification, eVA vendor registration, SWaM positioning, NAICS alignment, grants infrastructure, and capability statement development.



Governance & Operational Architecture
Developed board governance systems, operational policies, succession planning frameworks, reserve structures, reporting standards, intake/workflow systems, continuity planning, and documentation infrastructure supporting mission-driven organizations navigating growth, instability, or transition.



Coalition & Cross-Sector Infrastructure
Built coalition architecture, partnership alignment frameworks, civic engagement systems, cross-sector collaboration pathways, stakeholder engagement strategies, and implementation frameworks connecting



Visibility & Digital Infrastructure
Developed public-facing digital infrastructure, stakeholder communications systems, strategic narrative positioning, analytics readiness, QR-enabled engagement systems, intake architecture, and visibility strategies designed to strengthen organizational credibility and funding readiness.

CERTIFICATIONS & REGISTRATIONS



SBA WOSB Certified Woman-Owned Small Business



eVA Registered Vendor Commonwealth of Virginia



SWaM Certified (Applied For) Commonwealth of Virginia



SAM.gov Registered Active Registration



NIH eRA Commons Registered Federal research and grants ecosystem readiness



AI-Enabled Operational Systems AI-assisted infrastructure, workflow, and communications integration

CODES & CLASSIFICATIONS

PRIMARY NAICS (U.S.)

541611 Administrative Management and General Management Consulting Services

SECONDARY NAICS (U.S.)

541618 Other Management Consulting Services

611430 Professional & Management Development Training

541820 Public Relations Agencies

519290 All Other Information Services

NIGP / eVA CODES (VA)

91820 91827 91832 91875 92435 96161

FLORIDA STATE CODES

28800000 Consulting Services

96130000 Professional Development & Training Services

Additional NAICS, NIGP, and state codes available upon request.

