

LUIS A. FIGUEROA

Resilient Business Leader | Strategic Innovator | Growth Catalyst

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THE EDGE

Federal business development and capture leader with 20+ years driving growth across DoD, the Intelligence Community, and civilian agencies in mission-critical services and technology solutions—aligned to Space-focused customers and acquisition stakeholders. Owns the full BD lifecycle from early pipeline shaping and capture strategy through proposal governance, award, and transition to execution, partnering with CEOs and executive teams to strengthen bid discipline, forecast accuracy, and win outcomes. Proven record of scaling revenue and pipeline, including 225% growth (\$6M→\$19.5M), building a \$250M+ pipeline, and generating \$85M funded backlog across seven wins. Known for executive-level engagement, disciplined pursuit decisions, and translating mission requirements into defensible win strategies across IDIQ/GWAC and rapid acquisition pathways.

THE TOOLS

 Federal Growth & GTM Leadership	 Federal BD & Capture	 Technical & Analytical Fluency
Federal GTM & Growth Strategy C-Suite Customer Engagement Pipeline Governance Forecasting Pricing Deal Structuring & Negotiation Gate Reviews Bid/No-Bid Governance	Opportunity Shaping Capture Strategy Win Strategy RFI/RFP Proposal Governance Strategic Teaming Ecosystem Development Recompete Strategy Competitive Positioning IDIQ/GWAC/BPA/TO Scorecard Solicitations	AI/LLM-enabled BD workflows 5G Cloud & Enterprise Modernization ROI Models Financial Forecasting Edge/IoT Mission Tech Translation Solution Shaping Tech Win Themes

THE JOURNEY

Founder & CEO		
Destin, FL	Full Expression, LLC	07/2024 – Present

Founded and led a strategic advisory firm supporting executive leadership teams in regulated, technically complex markets. Advised CEOs, presidents, and senior operators on revenue growth, account expansion, renewal strategy, and commercial positioning while maintaining full P&L responsibility. Operated as a hands-on growth leader accountable for strategy, execution quality, and measurable client outcomes.

- **Revenue & Forecast Enablement:** Designed disciplined pipeline structures, forecasting models, and performance dashboards that improved revenue predictability, informed investment decisions, and strengthened close-rate performance across direct sales and partnership channels.
- **Go-To-Market & Partnership Strategy:** Developed and executed partnership-led GTM models, including co-selling frameworks, integration concepts, and distribution strategies to accelerate customer acquisition, expansion, and monetization.
- **Growth Strategy & Market Expansion:** Identified and qualified new markets, customer segments, and expansion pathways through structured market analysis, competitive assessment, and opportunity prioritization aligned to client capabilities and risk profiles.
- **Business Case Development & Financial Analysis:** Built ROI-driven business cases, pricing models, & financial forecasts to assess scalability, margin impact, & capital allocation tradeoffs; translated complex market & financial inputs into executive recommendations.
- **M&A-Adjacent Advisory & Capability Assessment:** Supported acquisition readiness efforts by assessing target capabilities, market fit, commercial synergies, and integration considerations as part of broader portfolio strategies.
- **Data-Driven Enablement & Automation:** Applied advanced analytics, AI-enabled workflows, & automation to accelerate opportunity assessment, improve forecast accuracy, & increase decision velocity across business development & growth planning functions.

Business Development Director		
Destin, FL (Remote)	LMR Technical Group, LLC	02/2022 – 07/2024

Led enterprise and federal growth strategy for a technology services firm supporting **DoD, Intelligence Community, health care, & civilian agencies**. Owned the full business development lifecycle, from opportunity identification & capture through proposal execution & award, while partnering directly with executive leadership to drive sustainable revenue growth, pipeline health, & competitive positioning.

- **Drove 225% revenue growth over 2.5 years (\$6M → \$19.5M)** by leading complex, consultative sales and capture efforts across DoD and civilian markets, with full accountability for pipeline strategy, bid discipline, and executive-level customer engagement.
- **Built and managed a multi-agency opportunity pipeline** spanning engineering, IT, life sciences, sports medicine, and mission support services, achieving a **44% win rate** across new business and recompetes.
- **Led end-to-end capture and proposal execution for both scorecard-based and traditional solicitations (RFP/RFQ)** across VA; DoD (Air Force, Marine Corps, Army, Navy, USSOCOM); VA/VHA; IC (NGA); HHS, and DOS pursuits—serving as the primary focal point for win strategy, technical narrative development, and customer-facing positioning.
- **Transformed proposal velocity and capture effectiveness** by integrating AI/LLMs into BD & capture workflows—enabling **10 proposals and 11 RFIs in under 6 months** while maintaining compliance, data security, and procurement integrity.
- **Improved revenue predictability and forecast accuracy** through disciplined pipeline governance, standardized deal qualification, and executive reporting aligned to leadership decision-making.

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- **Strengthened customer retention and expansion** through proactive recompute strategies, senior-level engagement, and value-based positioning across existing accounts.
- **Partnered cross-functionally with operations, recruiting, pricing, & technical SMEs** to align capture strategies with delivery capacity, staffing readiness, and margin targets, reducing post-award risk and enabling smooth transitions from award to execution.

Founder & CEO

Destin, FL

Consultare, LLC (Advisory Practice—Relaunched)

10/2020 – 02/2022

Founded and led a boutique advisory firm providing business development, capture strategy, & technical positioning support to small businesses operating in federal and defense markets. Served as a hands-on advisor across opportunity shaping, proposal development, & customer engagement, with a focus on mission-driven organizations supporting national security & public-sector clients.

- **Advised multiple small business clients** on federal growth strategy, capture planning, and proposal execution, achieving an approximate **40%-win rate** across RFIs, RFPs, and SOW-based pursuits.
- **Supported defense-focused engagements**, including consulting work aligned to **USSOCOM mission needs** and business development activities in the CBRNE & Facilities Management domains, contributing to opportunity positioning and customer-facing narratives.
- **Developed capture frameworks, pipeline models, and pricing strategies** to help clients prioritize opportunities, assess competitiveness, and align bids with delivery capability and margin objectives.
- **Translated customer pain points and technical requirements** into clear, value-driven solutions and compliant proposal responses, balancing mission outcomes, risk, and commercial viability.

Sr. Consultant | Data Scientist | Sr. Systems Engineer

Pittsburgh, PA (Remote)

Software Engineering Institute at Carnegie Mellon University

09/2015 – 10/2020

Served as a senior technical and strategic advisor within Carnegie Mellon University's Software Engineering Institute, supporting federal civilian and defense agencies facing complex regulatory, operational, and technology transformation challenges. Operated at the intersection of mission strategy, systems architecture, and solution delivery—advising executive stakeholders on high-risk, high-impact modernization initiatives across aviation, cloud, and telecommunications domains.

- **Advised and supported senior leaders** across the U.S. Air Force, U.S. Army, FDA, U.S. Postal Service, and Department of Commerce (NTIA), translating complex technical and regulatory constraints into actionable modernization strategies and investment decisions.
- **Led architecture-centric and product-line engineering initiatives** supporting next-generation military aviation programs, enabling early virtual integration, risk reduction, and defect identification for complex, safety-critical systems.
- **Served as a key technical liaison** within the Future Airborne Capability Environment (FACE) Consortium, promoting software portability, interoperability, and reuse across the military aviation ecosystem.
- **Secured and executed approximately \$2M in organic funding**, delivering portfolio development, solution design, and program support services aligned to evolving federal mission priorities.
- **Led enterprise-level cloud migration and application rationalization efforts** for the U.S. Air Force, developing decision frameworks to assess application criticality, security constraints, and operational readiness within AFNET.
- **Conducted a comprehensive Network-as-a-Service (NaaS) and 5G strategy study** for the U.S. Air Force, evaluating deployment models, risk tradeoffs, and Contractor-Owned/Contractor-Operated (COCO) approaches to support scalable, secure enterprise communications.
- **Regularly briefed technical and non-technical executives**, delivering clear, defensible recommendations in environments characterized by regulatory scrutiny, political sensitivity, and mission-critical risk.

Business Development Capture Manager

Pensacola, FL

Global Connections to Employment (GCE)

11/2014 – 09/2015

Recruited to stand up and lead Business Development and Capture for a federal services contractor delivering **health care, life sciences, janitorial/custodial services, DFAC food services on DoD installations, and facilities management/IFM support**. Owned end-to-end growth strategy & built the BD operating system (pipeline, capture, pricing, proposal execution) to expand contract awards and scale delivery.

- Built and led the full BD lifecycle across federal opportunities supporting **health care, life sciences, janitorial/custodial services, DFAC food services on DoD installations, and facilities management** scopes—opportunity qualification, capture plans, win themes, pricing, proposal development, negotiations, and transition to operations—delivering a **50% win rate**.
- Established a repeatable capture and proposal infrastructure (pipeline governance, pricing models, and go-to-market messaging) that enabled **four new contract awards** and a sustainable engine for **multi-site service delivery** environments.

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- Drove mission-aligned growth by scaling hiring in support of service contracts, creating **120+ employment opportunities for individuals with disabilities** while strengthening execution readiness for **performance-driven service delivery**.
- Expanded market reach through new partnerships and targeted market-entry plays—positioning the company for long-term growth across public and commercial sectors while maintaining focus on **recurring service-contract revenue**.

Founder & CEO

Destin, FL

Consultare, LLC

06/2013 – 11/2014

Founded an early-stage advisory and services firm focused on helping small businesses and civic organizations translate mission needs into executable growth, funding, and technology strategies. Operated at the intersection of business development, systems thinking, and technical solution design—supporting capture efforts, grant development, and early product concepting while building foundational skills later applied at scale.

- **Led business development and capture support** across RFIs, RFPs, and SOWs, aligning client operational challenges with value-driven solution strategies and executable requirements.
- **Authored and secured over \$30K in grant funding** for secondary education initiatives by partnering with school district leadership to define requirements, develop cost models, and craft competitive grant submissions.
- **Contributed to the design of a proprietary CRM and BD SaaS concept**, defining data structures, workflow logic, user views, and process automation requirements—early experience in product thinking, process engineering, and scalable growth systems.

Director of Business Development

Colorado Springs, CO

Five Rivers Services (Akima Company)

02/2012 – 06/2013

Recruited to lead and rebuild enterprise business development for a global federal services organization operating across 28 locations. Owned end-to-end growth strategy—from market analysis and opportunity shaping through capture execution and award—driving material expansion across DoD and federal civilian markets. Partnered closely with executive leadership to realign corporate growth strategy, strengthen competitive positioning, and restore BD execution discipline following leadership turnover.

- **Rebuilt and professionalized a failing BD organization**, establishing a global opportunity pipeline exceeding **\$250M** and generating **\$85M in funded backlog** through seven competitive contract wins.
- **Expanded company capabilities into virtualization and cloud computing**, opening access to a **\$500M addressable market** and positioning the firm for sustained long-term growth beyond legacy service lines.
- **Improved competitive performance to a 40%-win rate** in a constrained federal budget environment by resetting capture strategy, tightening qualification discipline, and aligning pursuits to core strengths.
- **Drove growth across diverse mission areas**, including network operations, cybersecurity, ITSM, secure and non-secure VTC, multimedia services, space operations, environmental services, and training support.
- **Influenced enterprise P&L performance for a \$34M organization** by aligning growth priorities, resource allocation, and capture investment decisions with margin, delivery capacity, and risk posture.

Business Development Executive

Fort Walton Beach, FL

Cox Media

02/2011 – 02/2012

Recruited to drive net-new B2B revenue through consultative selling of digital and platform-based advertising solutions. Owned the full sales lifecycle—from prospecting and business analysis through solution design, negotiation, and close—serving automotive dealerships, service providers, and parts suppliers across a competitive local market.

- **Closed 70 net-new contracts in nine months**, exceeding annual revenue targets by **123%** and ranking among top-performing sellers in the market.

Director of Business Development

Anchorage, AK (Remote)

Akmaaq (Akima Company)

06/2010 – 12/2010

Recruited to evaluate growth viability and lead business development strategy across multiple subsidiaries operating in energy, construction, environmental services, security, IT, **facilities maintenance, and janitorial**. Led enterprise-wide pipeline development, opportunity qualification, and post-8(a) transition strategy for companies entering full-and-open competition.

- **Conducted a comprehensive assessment of a \$500M opportunity pipeline**, aligning pursuit strategy with core competencies, contract vehicles, and competitive positioning across five subsidiary companies.
- **Advised executive leadership on portfolio viability and capital allocation**, delivering data-driven recommendations that resulted in **over \$4M in operating cost avoidance** through disciplined strategic exit and resource reallocation.
- **Led post-8(a) graduation strategy development**, establishing processes for opportunity qualification, capture planning, and competitive positioning in unrestricted federal and commercial markets.
- **Managed geographically distributed BD activities**, supporting client engagement and market intelligence across multiple regions while coordinating with corporate leadership.

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Deputy Director of Business Development

Colorado Springs, CO

Aleut Management Services

09/2009 – 06/2010

Entrusted with enterprise-wide business development and strategic planning for a \$126M multi-subsidary organization, supporting five operating companies across engineering, IT, communications, **facilities management**, & logistics. Partnered with executive leadership to reset growth strategy, strengthen market positioning, & drive disciplined backlog creation across diverse lines of business.

- **Generated \$25M in funded backlog** while simultaneously **reducing overhead by \$350K**, balancing aggressive growth objectives with operational discipline and cost control.
- **Led restructuring of the business development function**, introducing standardized pursuit processes, opportunity qualification frameworks, and performance accountability across subsidiary teams.
- **Authored and executed a comprehensive enterprise growth strategy**, aligning corporate objectives, subsidiary capabilities, and target markets to improve competitiveness and long-term sustainability across all operating units.

Director of Operations

Colorado Springs, CO

Five Rivers Services (Akima Company)

03/2007 – 09/2009

Served as the senior operational leader for a **\$34M, 280-person international services firm**, overseeing day-to-day operations, financial performance, and delivery across **17 concurrent federal contracts** spanning IT, telecommunications, network operations, and multimedia services in six countries. Held full **P&L accountability**, led distributed teams across multiple time zones, & partnered closely with executive leadership to scale the organization rapidly while strengthening operational discipline & customer outcomes.

- Scaled the organization **from \$1.7M to \$34M** in under two years, expanding from **45 to 240 employees** and from **3 to 17 active contracts** while **securing \$66M+ in backlog** and maintaining delivery quality and financial control.
- **Built the company's operational backbone**, designing and implementing an **ISO 9001-compliant Quality Management System**, enterprise risk management framework, and standardized service delivery models.
- **Institutionalized execution discipline**, introducing **PMI-based project management methodologies** and Shipley-inspired business development processes that aligned capture, delivery, and financial performance across the enterprise.
- **Established and governed operating and B&P budgets**, implementing indirect rate controls and financial management mechanisms that sustained a **10.6% net margin** across 17 simultaneous contracts.
- **Supported mission-critical federal initiatives**, including assisting FEMA with the architecture of the **Integrated Public Alert and Warning System (IPAWS)** by identifying system constraints, dependencies, and data flows across primary entry points and supporting infrastructure.

Business Development | Program Manager

Colorado Springs, CO (Remote)

Truestone (Akima Company)

04/2006 – 03/2007

Joined the organization as a **Program Manager immediately following military service**, assuming responsibility for a **Firm Fixed Price (FFP) federal contract** supporting the Department of the Interior's Minerals Management Service. Quickly established credibility in delivery execution, financial management, and stakeholder engagement, leading to expanded responsibilities in business development within the first two months.

- **Led a 78-person geographically dispersed team**, managing scope, cost, risk, procurement, and resource allocation while exceeding profit margin targets and federal customer expectations.
- **Oversaw network services operations and maintenance** for DOI, serving as the primary interface between technical teams, contracting officials, and executive stakeholders.
- **Recognized for technical writing, briefing, and executive communication skills**, resulting in early transition into the business development function to support capture, partner engagement, and opportunity shaping.
- **Contributed to \$49M in new business revenue**, supporting proposal development, technology evaluations, client relationship building, and partner coordination across emerging federal opportunities.
- **Established a strong professional reputation across Akima companies**, leading to recruitment by Five Rivers Services leadership for expanded operational and growth responsibilities.

Cyberspace Operations Officer (Honorable Discharge)

Multiple Locations

U.S. Air Force

08/2002 – 05/2006

Supported **Air Force Space Command, Air Force Special Operations Command, NORAD, and U.S. Northern Command.**

THE KNOWLEDGE

Master of Arts in Information Systems Management, Webster University (2005)

Bachelor of Science in Computer Science, University of West Florida (2000)