



ARMY PRIORITIES: SMALL BUSINESS OPPORTUNITIES AND CHALLENGES



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Business Programs
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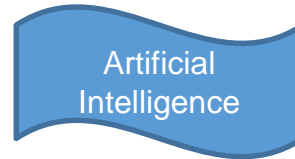


A CHALLENGE IS AN OPPORTUNITY IN DISGUISE

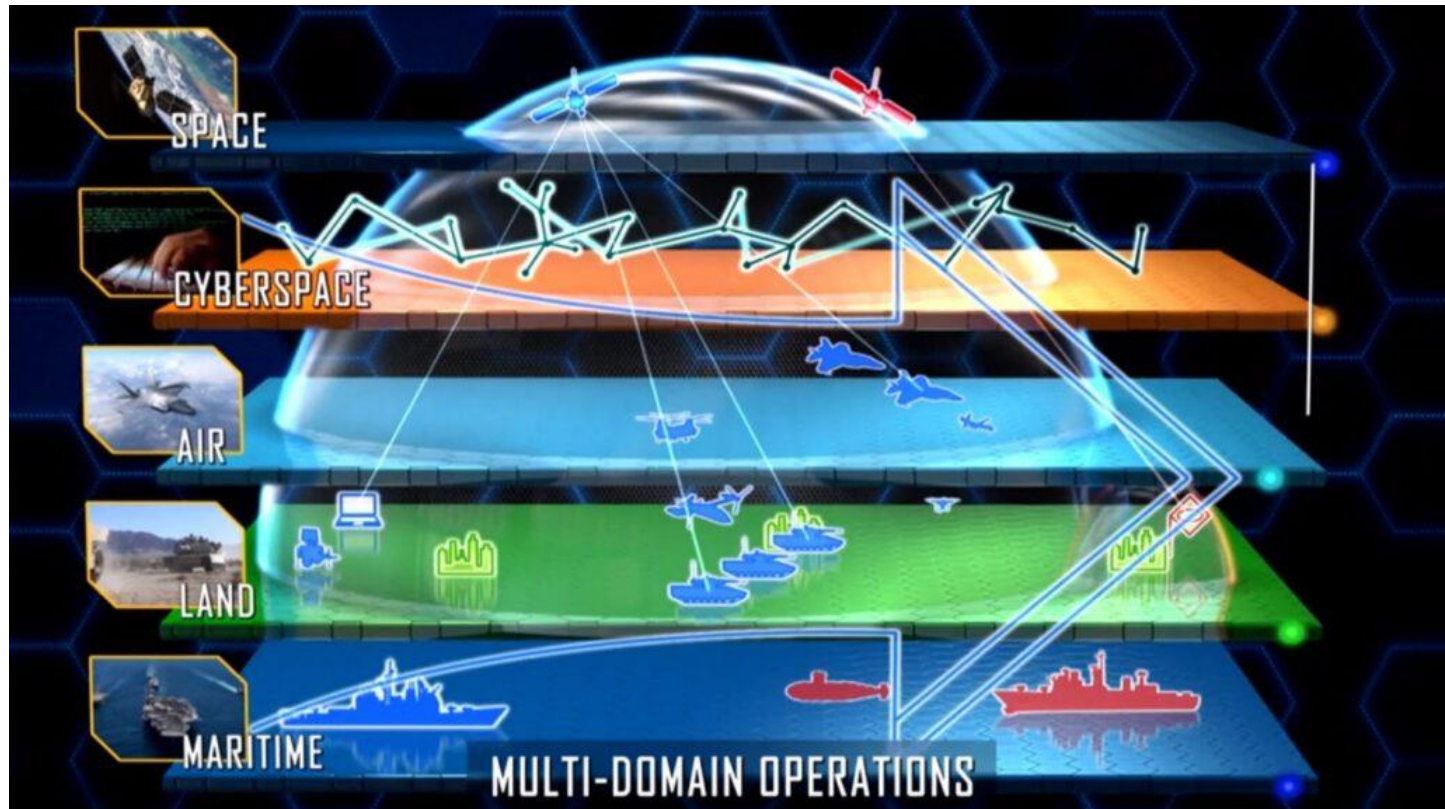




ARMY PRIORITIES CHALLENGES & OPPORTUNITIES



Regionally Aligned
Readiness and
Modernization
Model (ReARMM)





People First!

Winning Matters!

Army Strong!

Questions?

<https://osbp.army.mil>



Backup Charts



Army Prime Contracting Achievement Fiscal Year 2020



Category	FY20 Goal (%)	FY20 % Achieved	FY20 Dollars Achieved	Change from prior FY
Small Business	27.86%	30.83%	\$24,438,929,816	↑
Small Disadvantaged Business	5%	14.93%	\$11,832,474,449	↑
Service-Disabled Veteran-Owned Small Business	3%	3.84%	\$3,040,339,169	↓
Woman-Owned Small Business	5%	5.48%	\$4,339,787,270	↓
HUBZone Business	3%	3.68%	\$2,918,804,447	↑



ARMY OSBP ORGANIZATION



Secretary of the Army
HON Ryan D. McCarthy
Undersecretary of the Army
HON James E. McPherson

Director
Small Business Programs
Kimberly Buehler

Deputy Director
 Pamela Callicutt

Policy
 Cynthia Lee

SACO
 Edith St. Catherine

Oversight & Reporting
 Pamela Monroe

Data Analyst
 Angela Hong

Acquisition & Internal Support
 Gayna Malcolm-Packnett

Developmental Assignee (vacant)

Strategic Communication & Outreach
 James Lloyd

Contractor Support
Outreach Coordinator
Website Developer

Command
Associate Directors
 AMC—Thaddeus Martin
 AFC—Beth Scherr
 USACE—Liz Mudd
 MEDCOM—Pete Hunter
 NGB—Cassandra Freeman





SMALL BUSINESS STRATEGIC PLAN FISCAL YEAR 2020-2024



1. Align with the National Security Priorities and Army Readiness Objectives to generate ready forces that are organized, trained, and equipped for prompt and sustained ground combat.

OBJ 1-1
Effective Outreach Program

OBJ 1-2
Early Acquisition Planning

OBJ 1-3
Increase SB Participation

OBJ 1-4
Increase SL Awareness

OBJ 1-5
Increase SB CM Efforts

2. Align with the Army Modernization Objective to prioritize research and development and procure technologically mature systems.

OBJ 2-1
Promote MPP, SBIR/STTR, HBCU/MI

OBJ 2-2
Streamline Processes

OBJ 2-3
Incentivize Use of SB in RDT&E

OBJ 2-4
Implement Streamlining Tools

OBJ 2-5
Conduct Industry Engagement

OBJ 2-6
Increase Synergy with PTACS

3. Align with Army Reform Objective to implement aggressive reforms to free up time, money, and manpower for our highest priorities.

OBJ 3-1
Drive Efficiency While Maintaining SB

OBJ 3-2
Measure Involvement & Effectiveness

OBJ 3-3
Develop and Sustain Policy

OBJ 3-4
Evaluate Processes

4. Align with Army Objective to Strengthen Alliances and Attract New Partners.

OBJ 4-1
Address Cybersecurity Challenges

OBJ 4-2
Address Intellectual Property

5. Align with the Army on the Importance of People.

OBJ 5-1
Recruit, Hire, Develop, Train, Retain

OBJ 5-2
Enhance Collaboration

OBJ 5-3
Facilitate Formal and Informal Training

OBJ 5-4
Utilize DAWDF

OSBP seeks to maximize use of SB in support of mission readiness; increase in teaming and collaborative relationships with small and other than small businesses to promote the industrial base.

OSBP works with industry, university and private sector to pursue opportunities for combined research and development on emerging technologies. Maximize existing authorities.

OSBP will seek to simplify, reduce or eliminate low-value activities and improve business processes. Publish guidance, share ideas, and harness tools from the federal government.

OSBP engages in areas impacting the Army and Small Businesses: cybersecurity and Intellectual Property. Small businesses receive training and other assistance to better meet Army demands.

OSBP develops a talent management strategy and assesses the structure for Army OSBP to best support the program and the Army.