



General Services Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up to date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu driven database system. The INTERNET address GSA Advantage!® is: GSAAdvantage.gov.

Schedule Title: Multiple Award Schedule (MAS)

FSC Group: Professional Services

FSC Class(es)/ Product Code(s): R408

Contract Number: 47QRAA18D0018

Price list current through: PO-0013 **Effective Date:** Nov 14, 2022

Contract Period: November 14, 2017 to November 13, 2027

Company Data

Rockwood Company, LLC
5150 Rockwood Parkway, NW
Washington, DC 20016
(800) 729-7500

Website: <https://www.rockwoodcompany.com/>

Contract Administrator: Patricia Koopersmith, Founder & CEO

Email: pkoopersmith@rockwoodcompany.com

Phone: 202-841-6634

Business Size: Small, Woman-Owned Small Business (WOSB) Certified

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

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About Rockwood Company, LLC

Rockwood Company, LLC, is a women-owned small business (WOSB) based in Washington, D.C. We are a strategy and change management consulting firm that creates lasting change with a human-centered approach. We unlock human ingenuity so you can envision, anticipate, respond, and adapt to real-world challenges and realize unprecedented results at speed. We apply organizational development, psychology, and facilitation expertise to magnify our impact across the following four core capability areas:

- 1. Strategic Planning:** We bring together a coalition to co-create and drive a vision for the future. We support the workforce's execution of the strategy while transforming the culture.
- 2. Program Management:** We enable programs to optimize resources, measure and communicate performance, and continuously improve to enable mission impact in a rapidly changing environment.
- 3. Organizational Resilience:** We prepare your people and organization to maximize performance and adaptability so you can quickly respond to disruptions or unplanned changes that could otherwise threaten your operations, people, assets, brand, or reputation.
- 4. Strategic Communication:** We develop and deliver impactful and visually appealing messages to the right people, at the right time, through the right channels, in the right format to increase transparency, evoke action, and drive strategic results.

Rockwood staff are innovators who apply creative and cutting-edge solutions reflective of the reality of your environment. Rockwood employs targeted consultants and customizes products and solutions based on the client's need, not on a cookie-cutter approach. We apply entrepreneurial and creative future-focused problem-solving techniques grounded in a deep understanding of senior leadership's intent. Our unique approach creates sustainable solutions by partnering with government and contractor staff so they can execute over the long-term without us; in other words, we teach them the principles of leading change so they can lead change without us in the future. All Rockwood staff operate with integrity and provide the expertise promised in the proposal. Rockwood is committed to helping the client and the client organization achieve sustained, meaningful outcomes.

Customer Information

1a. **Awarded Special Item Numbers (SINs):**

SIN	SIN Title
541330ENG	Engineering Services
541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541715	Engineering Research and Development and Strategic Planning
OLM	Order-Level Materials

1b. **Lowest priced model number and lowest unit price for that model:** Not Applicable

1c. **Hourly rates with job titles:** Please see Appendix A: Authorized Price List on page 6.
Labor category descriptions with experience, education, and functional responsibilities: Please see Appendix B: Authorized Labor Categories on page 7.

2. **Maximum order:**

SIN	Maximum Order Limit
541330ENG	\$1,000,000
541611	\$1,000,000
541715	\$1,000,000
OLM	\$250,000

3. **Minimum Order:** \$100

4. **Geographic Coverage (Delivery Area):** Domestic

5. **Point(s) of production:** Not applicable

6. **Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted)

7. **Quantity discounts:** None.

8. **Prompt payment terms:** Net 30 days
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. **Foreign items:** Not applicable

10. **Delivery Terms**

- a) **Time of delivery:** Specified at the Task Order level
- b) **Expedited delivery:** Contact Contractor
- c) **Overnight and 2-day delivery:** Contact Contractor
- d) **Urgent Requirements:** Contact Contractor

11. **F.O.B. point(s):** Destination

12. **Ordering**
 - a) **Address:** Rockwood Company, LLC
5150 Rockwood Parkway, NW
Washington, DC 20016
 - b) **Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. **Payment address:**
Rockwood Company, LLC
5150 Rockwood Parkway, NW
Washington, DC 20016
14. **Warranty Provision:** Not applicable
15. **Export packing charges:** Not applicable
16. **Terms and conditions of rental, maintenance, and repair:** Not applicable
17. **Terms and conditions of installation:** Not applicable
- 18a. **Terms and conditions of repair parts:** Not applicable
- 18b. **Terms and conditions for any other services:** Not applicable
19. **List of service and distribution points:** Not applicable
20. **List of participating dealers:** Not applicable
21. **Preventive maintenance:** Not applicable
- 22a. **Special attributes:** Not applicable
- 22b. **Section 508 compliance:** Not applicable
23. **Unique Entity Identification (UEI) Number:** SH25SZA96FC9
24. **Notification regarding registration in System for Award Management (SAM) database:**
Active Registration

Rockwood Offerings

- I. **Strategic Planning:** Rockwood collaborates with organizations to identify the fewest, most influential stakeholders to form a leadership coalition. We guide this coalition through a proprietary process to define and drive their collective vision and future culture. We apply our world-class facilitation and design thinking approaches to align leaders around a strategy with a tailored and actionable plan to achieve their future outcomes. We design a governance structure to enable effective and timely decision making to support the strategy implementation. Rockwood applies human-centered design principles to align internal and external stakeholders on the vision and strategy and designs and stands up governance mechanisms. We support the launch, management, and measurement of working groups, an effort that takes approximately 18 to 24 months. Our approach sets up the client to sustain the change and instantiate a culture that supports the future vision and achieves meaningful outcomes at speed.
- II. **Program Management:** Rockwood designs, stands up, and supports multi-year program management offices to maximize efficiencies and enable enterprise results. We establish, refine, and integrate the processes, people, metrics, partnerships, templates, and tools to optimize performance and manage risk. In doing so, we support coordination, synchronization, and consistent practices across the enterprise.
- III. **Organizational Resilience:** Rockwood analyzes the topography and available skillsets across the organization. We design customer-driven services and products, as well as organizational structures, to meet mission requirements. We support the workforce through intentional onboarding, tailored leadership and management development programs, diversity and inclusion and human capital strategies, employee assessments, and workforce innovation cells to optimize human capital resources. We create and deliver leadership coaching, training, and development classes and one-on-one sessions. We prepare the organization and its people to maximize performance and adaptability so they can quickly respond to changes in the environment without compromising mission outcomes.
- IV. **Strategic Communication:** Rockwood works with organizations to design a brand, develop a communication strategy, identify audiences and targeted messaging, design and create visually appealing communication materials, and engage and enroll stakeholders to achieve strategic outcomes. We execute both digital and physical communications campaigns that effectively motivate operators and other key stakeholders across organizational boundaries and into the public domain to achieve shared objectives. We enable programs to optimize resources, measure and communicate performance, and continuously improve to enable mission impact in a rapidly changing environment.

Appendix A: Authorized Price List

Labor Category	Year 5 11/14/21 thru 11/13/22	Year 6 11/14/22 thru 11/13/23	Year 7 11/14/23 thru 11/13/24	Year 8 11/14/24 thru 11/13/25	Year 9 11/14/25 thru 11/13/26	Year 10 11/14/26 thru 11/13/27
Staff Assistant	\$44.14	\$45.15	\$46.19	\$47.25	\$48.34	\$49.45
Administrative Assistant	\$71.73	\$73.38	\$75.06	\$76.79	\$78.56	\$80.36
Staff Consultant	\$115.86	\$118.53	\$121.25	\$124.04	\$126.90	\$129.82
Senior Staff Consultant	\$132.42	\$135.47	\$138.58	\$141.77	\$145.03	\$148.37
Consultant	\$154.49	\$158.05	\$161.68	\$165.40	\$169.20	\$173.10
Senior Consultant	\$182.08	\$186.27	\$190.55	\$194.94	\$199.42	\$204.01
Subject Matter Expert - Senior	\$184.82	\$189.07	\$193.42	\$197.87	\$202.42	\$207.07
Senior Marketing Engineer	\$187.59	\$191.90	\$196.32	\$200.83	\$205.45	\$210.18
Program Manager	\$193.11	\$197.55	\$202.09	\$206.74	\$211.50	\$216.36
Senior Change Consultant	\$206.35	\$211.10	\$215.95	\$220.92	\$226.00	\$231.20
Senior Program Manager	\$219.59	\$224.64	\$229.81	\$235.10	\$240.50	\$246.03
Subject Matter Expert - Senior Principal	\$228.49	\$233.74	\$239.12	\$244.62	\$250.24	\$256.00
Executive Director	\$231.74	\$237.07	\$242.52	\$248.10	\$253.81	\$259.64
Subject Matter Expert Level 1	\$248.29	\$254.00	\$259.84	\$265.82	\$271.93	\$278.18
Subject Matter Expert Level 2	\$275.88	\$282.22	\$288.71	\$295.35	\$302.15	\$309.09

Appendix B: Authorized Labor Categories

Labor Category	Minimum Education	Minimum Experience	Functional Role
Staff Assistant	High School Diploma	2 years	Experienced and proficient with a wide variety of graphic and office automation tools and producing documents without errors. Knowledgeable about typical organizational support and staff management tasks to include scheduling and coordination of taskings and appointments, document and file management, document review, and may provide specialized event support and planning. Must have experience and knowledge in proofreading and editing documents that are highly technical in nature which were created by others to ensure proper format, grammar, and style. May assist in the recruiting and hiring of qualified staff and advising on the design and completion of administrative and HR processes.
Administrative Assistant	High School Diploma	3 years	Experienced and proficient with a wide variety of graphic and office automation tools and producing documents without errors. Knowledgeable about typical organizational support and staff management tasks to include scheduling and coordination of taskings and appointments, document and file management, document review, and may provide specialized event support and planning. Must have experience and knowledge in proofreading and editing documents that are highly technical in nature which were created by others to ensure proper format, grammar, and style. Performs complex tasks without supervision, including but not limited to, meeting support; preparation of documents and graphics; consolidating feedback into a report; and designing and managing a knowledge file system. May assist in the recruiting and hiring of qualified staff and advising on the design and completion of administrative and HR processes.
Staff Consultant	Bachelor's Degree	1 year	Experienced and proficient with a wide variety of research and search tools. Able to perform some library and archiving functions and support maintenance of libraries and file repositories. Able to provide technical research assistance to SMEs, consultants, program managers, and Executive Directors. Supports project teams with data gathering and research activities, organizes and themes data, and provides analytical and writing support to prepare, edit, and develop professional deliverables.
Senior Staff Consultant	Bachelor's degree	2 years	Experienced and proficient with a wide variety of research and search tools. Able to perform some library and archiving functions and support maintenance of libraries and file repositories. Able to provide technical research assistance to SMEs, consultants, program managers, and Executive Directors. Supports project team to gather, analyze, and compose technical information to solve problems across a wide range of industries. Demonstrates superior organizational skills, and oral and written communications skills. Ensures the use of proper technical terminology, translates technical information into clear, readable documents to be used by technical and non-technical personnel. Edits functional descriptions, systems specifications, user's manuals and other deliverables and documents. Supports project teams to develop models, perform analysis, and provide recommendations.

Labor Category	Minimum Education	Minimum Experience	Functional Role
Consultant	Bachelor's Degree	4 years	Experienced and proficient with a wide variety of research and search tools. Able to perform some library and archiving functions and support maintenance of libraries and file repositories. Able to provide technical research assistance to SMEs, consultants, program managers, and executive directors. Supports project team to gather, analyze, and compose technical information to solve problems across a wide range of industries. Demonstrates superior organizational skills, and oral and written communications skills. Ensures the use of proper technical terminology, translates technical information into clear, readable documents to be used by technical and non-technical personnel. Edits functional descriptions, systems specifications, user's manuals and other deliverables and documents. Supports project teams to develop models, perform analysis, and provide recommendations. May oversee the efforts of other consultants.
Senior Consultant	Bachelor's Degree	6 years	Experienced with leading and managing components of a project and serving as primary interface with the action officer client and key stakeholders. Serves as a consultant to client's team in a variety of capacities. Performs work in a variety of operational areas or in a single consulting area. Performs tasks such as assessments, strategic planning, process improvement methods, management, and consolidation of operations. Ability to design, facilitate, and manage stakeholder meetings tailored to meet the unique needs of a client. May fill in as the project lead for either a contract or task. Work entails significant management and problem-solving experience, program development, and support operations. Assists in analysis and design to meet required functional requirements, provides improvement recommendations. Designs and manages the development of client deliverables and project timelines.
Subject Matter Expert - Senior	Bachelor's Degree	7 years	Experienced change management and/or program management consultant across a range of areas. Performs a variety of tasks that require both practical experience and theoretical, state-of-the-art, technical knowledge in specialty areas. Works independently under general guidelines or objectives set by client. Possesses advanced technical and managerial skills and is highly knowledgeable across all required functional areas. Coordinates, reviews, and supervises work of assigned staff. Organizes and recommends new systems, procedures, or organizational changes. Able to support the drafting and editing of proposal text for a wide range of projects or proposals. The individual combines change management and excellent project management and writing skills.
Senior Marketing Engineer	Bachelor's Degree	8 years	Experienced with designing and overseeing the communications and marketing activities for a program or project. Consultant has specific marketing and communications technical expertise. Plans and performs marketing research, design development, and other assignments in conformance with design, engineering, and customer specifications. Supervises team of marketing and communications staff through project completion. Responsible for major marketing/communications projects of higher complexity and importance than those normally assigned to lower-level consultants. Coordinates the activities of marketing and communications consultants, graphic designers, and technicians assigned to specific projects.

Labor Category	Minimum Education	Minimum Experience	Functional Role
Program Manager	Bachelor's Degree	9 years	Experienced with setting and overseeing the overall direction of a project or a significant component of a major project requiring specific technical expertise. Within a specific technical domain, work entails project management, program support, resource management, scheduling, planning, project execution, project performance communications and justifications, and support operations. Assists in analysis and design to meet required functional requirements, provides improvement recommendations, and continues to inject strategy changes throughout the execution of the project. Provides strategic planning, facilitation, risk management, governance, communications, and other change management expertise to ensure the client outcomes are reached. May possess a program management certification.
Senior Change Consultant	Bachelor's Degree	10 years	Experienced with leading and managing components of a multiple projects or a program and serving as the primary interface with clients and key stakeholders. Serves as an advisor to client's team in a variety of capacities. Directs, manages, and performs work in a variety of operational areas or in a single consulting area. Directs, manages, and performs tasks such as assessments, strategic planning, process improvement methods, management, and consolidation of operations. Expert ability to design, facilitate, and manage stakeholder meetings tailored to meet the unique needs of a client. Work entails expert management and problem-solving experience, program development and management, client relationship management, strategic communications, and support operations. Leads the analysis and design to meet required functional requirements and provides recommendations to complex problems. Designs and manages the development of the overall strategy of the engagement, client deliverables, and project timelines.
Senior Program Manager	Bachelor's Degree	12 years	Experienced with setting and overseeing the overall direction of a large project, multiple smaller projects, or a program requiring specific technical expertise. Within a specific technical domain, work entails project management, program support, resource management, scheduling, planning, project execution, project performance communications and justifications, and support operations. Assists in analysis and design to meet functional requirements, provides improvement recommendations, and continues to inject strategy changes throughout the execution of the project. Provides strategic planning, facilitation, risk management, governance, communications, and other change management expertise to ensure the client outcomes are reached. Work entails expert management and problem-solving experience, program development and management, client relationship management, staff development and recruiting expertise, strategic communications, and support operations. Typically possesses a program management certification.
Subject Matter Expert – Senior Principal	Bachelor's Degree	14 years	Experienced change management and/or program management consultant across a range of areas. Performs a variety of tasks that require both practical experience and theoretical, state-of-the-art, technical knowledge in specialty areas. Helps the client develop and adapt project goals, outcomes, and strategy. Possesses advanced technical and managerial skills and is highly knowledgeable across all required functional areas. Provides strategic direction to assigned staff. Develops and recommends new systems, procedures, or organizational changes. Exceptional at client relationships, strategic communication, leadership alignment, strategic collaboration, and change management principles.

Labor Category	Minimum Education	Minimum Experience	Functional Role
Executive Director	Bachelor's Degree	15 years	Experienced executive professional provides expertise in consulting services across a range of areas. Vast experience in a variety of tasks that require both practical experience and theoretical, state-of-the-art, technical knowledge in specialty areas. Responsible for providing strategic direction, vision, leadership, and program management support to the project and program teams. Contributes to the overall direction of the client engagement through regular involvement with senior-level client leadership and teams. Maintains and manages relationships with senior level management within the client organization. Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision; this may include subject matter and unique technical knowledge. Extensive senior-level/executive business P&L and capture experience. Able to advise client leadership with assessments and analyses of market environment, competitors' capabilities and strategies, emerging trends and opportunities, and to assist with identifying, prioritizing, and capturing new capabilities. The individual possesses significant industry relationships and may possess experience serving on company or corporate board of directors.
Subject Matter Expert Level 1	Bachelor's Degree	20 years	Experienced and educated technical expert as well as an experienced consultant and facilitator. Able to work with course developers to design and develop exceptional strategies, plans, and deliverables. Has extensive experience leading clients and consulting teams to assess current environment, engage experts and key stakeholders to develop a strategy, develop an operational plan to execute, and implement the plan on schedule and with exceptional results. Familiar with various change management approaches and frameworks and is considered an expert in facilitation, leadership alignment, strategic collaboration, and strategic communications. Brings more than 15 years of specialized technical experience in addition to maintaining academic and education qualifications.
Subject Matter Expert Level 2	Bachelor's Degree	25 years	Experienced and educated technical expert as well as an experienced graphic facilitator and/or consultant. Able to work with multiple stakeholders to develop a strategy, plan, and deliverables. Has extensive experience leading clients and consulting teams to assess current environment, engage experts and key stakeholders to develop a strategy, develop an operational plan to execute, and implement the plan on schedule and with exceptional results. Familiar with various change management approaches and frameworks and is considered an expert in facilitation, leadership alignment, strategic collaboration, and strategic communications. Considered exceptional in his/her field.

EXPERIENCE & DEGREE SUBSTITUTION

The above describes the functional responsibilities and education and experience requirements for each labor category. These requirements are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of relevant experience may be substituted for one year of education, and vice versa. In addition, certifications, professional licenses, and vocational technical training may be substituted for experience or education.

Labor Category	Minimum Education	Minimum Experience	Substitutions				
			PhD	Masters	Bachelors	Associate	High School
Staff Assistant	High School	2	N/A	N/A	N/A	N/A	
Administrative Assistant	High School	3	N/A	N/A	N/A	N/A	
Staff Consultant	Bachelor's	1	N/A	N/A		4	5
Senior Staff Consultant	Bachelor's	2	N/A	N/A		5	6
Consultant	Bachelor's	4	N/A	2		8	10
Senior Consultant	Bachelor's	6	N/A	4		10	12
Subject Matter Expert - Senior	Bachelor's	7	N/A	5		11	13
Senior Marketing Engineer	Bachelor's	8	N/A	6		12	N/A
Program Manager	Bachelor's	9	N/A	7		13	N/A
Senior Change Consultant	Bachelor's	10	N/A	8		N/A	N/A
Senior Program Manager	Bachelor's	12	N/A	9		N/A	N/A
Subject Matter Expert – Senior Principal	Bachelor's	14	N/A	10		N/A	N/A
Executive Director	Bachelor's	15	N/A	N/A		N/A	N/A
Subject Matter Expert Level 1	Bachelor's	20	N/A	N/A		N/A	N/A
Subject Matter Expert Level 2	Bachelor's	25	N/A	N/A		N/A	N/A