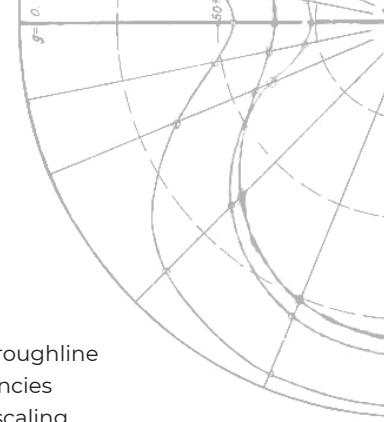# Throughline, Inc.
FACT SHEET

Throughline: The Enterprise Design and Strategy Partner for Visionary Leaders

Founded in 2004, Throughline is a privately held enterprise design and strategy firm headquartered in Washington, DC. Unlike larger consulting firms that rely on rigid frameworks and generic strategies, Throughline takes a human-centered, visual approach to solving complex business challenges. We serve federal agencies and Fortune 100 companies, delivering tangible results—from securing $100M in additional funding to scaling resources by 70+ full-time employees and launching entirely new programs.

Blending design thinking, visualization, and strategic storytelling, we create alignment and momentum for organizations to solve your toughest challenges. Whether you're navigating digital modernization, cultural change, or strategic realignment, Throughline ensures your vision doesn't just stay **an idea—it becomes a reality.**

CLIENT IMPACTS

- Created a single value narrative for **50+ customer personas across five military branches,** enabling the launch of a new sales team at a leading provider of on-demand cloud computing solutions

- Designed and implemented virtual, interactive training workshops for 1,500 project teams, saving a global consulting firm over **$1.4M in costs** while equipping client teams with the skills to adopt a new software platform

- **Generated 5-10x returns** in saved time and improved warfighter capability for U.S. Military agency

- Innovated, developed and deployed an application **enabling $40B in tracking and** processing UnFunded Requirement (UFRS) for a DoD agency

- Ensured ongoing executive support and **funding of $1B CIO budget** for transformation programs and projected budget at military and aerospace contractor across a 3-year partnership

- Building a custom dashboard to **visualize $100M investment portfolio** for venture capital fund

- Established multiple strategic war rooms to **engage over 375 key stakeholders** and senior leaders annually, driving solutions to complex supply chain challenges and advancing mission-critical objectives for a military agency

GOVERNMENT

COMMERCIAL

CORE CAPABILITIES

- Branding
- Communications
- Culture + Change
- Customer Experience
- Innovation
- Program Management
- Strategy
- Systems Design
- Training + Learning
- UI/UX Design
- Video
- Visual Design

CONTRACTS

Our products and services are available through government wide acquisition vehicles and contract vehicles including:

- GSA Schedule 70
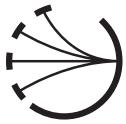- NASA SEWP
- SeaPort NxG
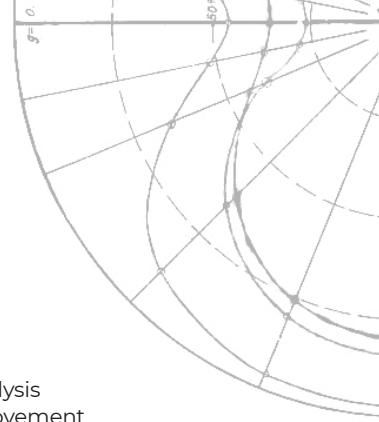- ITES-SW2

LEADERSHIP

Scott Williams
Founder & CEO

Matt Ott, Rear Admiral (Ret.)
Vice President, Partnerships & Alliances

THROUGHLINE

FULL CAPABILITIES LIST

Branding
- Brand Strategy + Identity
- Internal Rollout Strategy + Training
- Campaign Development

Communications
- Content Strategy + Campaigns
- Visual Communications + Design
- Visual Program Office + Communications Hub
- Industry Briefings + Keynote Presentations

Culture + Change
- Change Management + Enablement
- Value Proposition + Event Design
- Executive Offsite Design, Planning + Facilitation

Customer Experience
- Research Synthesis + Insight Discovery
- Touchpoint Analysis + Journey Mapping
- Customer + User Experience Design
- Employee Experience Design

Innovation
- Service Design
- Innovation + Product Development
- Prototyping + Usability Testing
- Solution Ideation, Development + Testing
- Machine Learning + Artificial Intelligence

Strategy
- Digital Evolution + Transformation
- Strategy + Vision Design
- Strategic Planning
- Organizational Strategy + Storytelling
- Visual Strategy, Technical + Operations Maps

Systems Design
- Systems Research + Analysis
- Systems + Process Improvement
- Concept Mapping + Process Design
- Technical De-risking & Analysis
- Service Blueprints

Program Management
- Enterprise Program Management Office (EPMO)
- Executive Reporting
- Program Governance

UI/UX Design + Technical Delivery
- Research, Testing + Analysis
- Development + Testing (External/Users)
- Web Design
- Front/Back-end Development
- Interactive Development

Training + Learning
- Workshop Facilitation
- Bespoke Digital Training + Education Solutions
- Employee Training
- Learning + Development Programs

Video
- Video Production
- Animation
- Photography

Visual Design
- Visual + Graphic Design
- Communication Design
- Data Visualization
- Print Production
- Augmented/Virtual Reality
- 3D Modeling

THROUGHLINE BY THE NUMBERS

70 full-time team members

250% revenue growth since 2020

8 times recognized in the Inc. 5000

1 of 2024 Washington Business Journal's Fastest Growing

AWARDS

Throughline has won numerous awards, including multiple American Inhouse Design Awards and GDUSA Digital Design Awards, as well as being named Washington Business Journal's 2024 3rd Largest Visual Art and Design Firm in Greater Washington, DC.

THROUGHLINE