THROUGHLINE

DEFENSE FACT SHEET

Throughline partners with visionary leaders to tackle complex enterprise challenges using a Human Systems Integration approach—combining design thinking, strategic storytelling, and visual methods to move beyond rigid frameworks and one-size-fits-all consulting.

From securing over $100 million in funding for a Navy client and scaling teams by 100+ FTEs, to launching public awareness campaigns and standing up entirely new programs, our impact is measurable and lasting.

Whether you're leading digital transformation, driving cultural change, or enabling enterprise realignment, Throughline helps you move from big ideas to real-world outcomes—with clarity, alignment, and momentum.

LEADERSHIP



Scott Williams
Founder & CEO



RADM Matthew Ott (Ret.)
Vice President, Partnerships & Alliances

CONTACT

Defense@Throughline.com

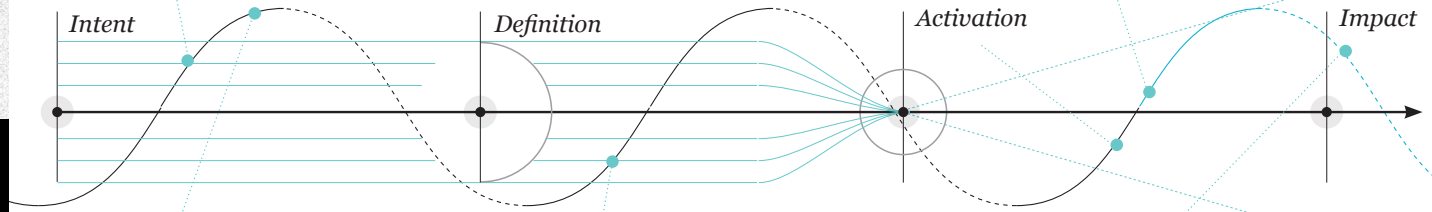
Founded in 2004, Throughline is a privately held SAM-registered small business based in Washington, DC.

MISSION OUTCOMES

Crafted a clear, cross-branch value narrative aligned to 50+ military customer personas—**empowering a leading cloud provider to stand up a new federal sales team**

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

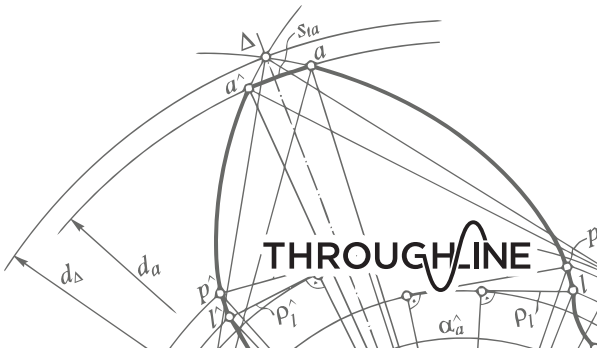
Amplified national visibility and public trust in a law-enforcement agency by leading high-impact awareness and recruitment campaigns, driving measurable engagement through strategic creative direction and compelling video storytelling



Innovated, developed and deployed an application, enabling a DoD agency to **track and process $40B** in unfunded requirements

Ensured funding of a $1B CIO budget and ongoing executive support for transformation programs at military and aerospace contractor

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



FULL CAPABILITIES LIST

Branding
- Brand Strategy + Positioning

Communications
- Content Strategy + Campaigns
- Visual Program Office + Communications Hub
- Executive Briefings
- Storytelling

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

Experience & Insight Discovery
- User And Stakeholder Research
- Research Synthesis & Insight Generation
- Journey Mapping & Touchpoint Analysis
- System Research (People, Process, Tech)
- Service Blueprinting
- War Room

Innovation
- Solution Ideation & Concept Generation
- Product & Innovation Strategy
- Rapid Prototyping & Usability Testing
- Assumption Testing & Lean Experimentation
- Technical De-Risking & Feasibility Analysis
- Operations Center

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

System & Operations Design
- Systems Thinking & Modeling
- Process Improvement & Redesign
- Concept Mapping & Process Architecture
- Capability Mapping & Operating Model Design
- Governance & Decision Framework Design

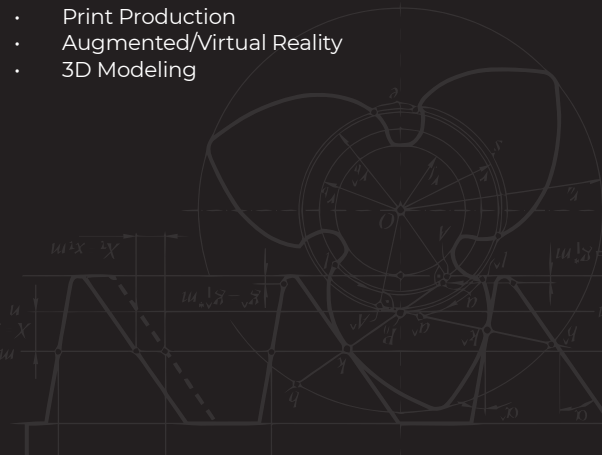
Program Management
- Enterprise Program Management Office (EPMO)
- Executive Reporting
- Program Governance

Product Design & Digital Delivery
- Ui/Ux Design & Interaction Design
- Wireframing & Prototyping
- Front-End & Back-End Development
- Responsive & Interactive Web Design
- Accessibility, Testing, & Launch Support

Training + Learning
- Workshop Facilitation
- Bespoke Digital Educations Solutions
- Learning + Development Programs

Video
- Live Action Video Production
- Animation
- Photography

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



GOVERNMENT

COMMERCIAL

CONTRACTS

Partnerships with access to our products and services are available through government-wide acquisition and contract vehicles including:

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

- NAICS 541330 - Engineering Services
- NAICS 541900 - Other Professional, Scientific, and Technical Services
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