



FIRM OVERVIEW: Founded in 1990, MRD Consulting, Inc. (MRD) is a full-service marketing, media and public information company specializing in the design and implementation of communication campaigns for federal and state agencies as well as private corporations.

MRD is highly regarded for its unique ability to customize communication programs that achieve clients' objectives. Our agency has designed and executed successful campaigns that have changed public opinion and influenced behavior. MRD offers strategic programs tailored to meet the specific needs of each client. Our success is predicated on a campaign-based approach that delivers high-quality services, engages the public, shapes opinions and produces results.

MRD is a woman- and minority-owned small business enterprise with a Federal Supply Schedule in Advertising and Integrated Marketing Solutions (AIMS) (GSA Contract # GS-23F-0131L). The firm also holds a Federal Supply Schedule 541-4-D in Conference Planning and Management (GSA Contract #GS-23F-0400P). Following are the NAICS reflective of the firm's practice areas: 541810,541820, 561920, and 541613.

PRACTICE AREAS:

- ❖ Media Relations
- ❖ Grassroots Outreach
- ❖ Brand Marketing
- ❖ Crisis and Issue Management
- ❖ Hispanic Communications
- ❖ Conference Planning and Management
- ❖ Social Media

INDUSTRY AREAS OF EXPERTISE: MRD's industry groups bring together skilled, trained and knowledgeable professionals in a wide range of disciplines. Our industry areas of expertise include: transportation, the environment, housing, real estate and entertainment.

❖ **TRANSPORTATION**

U.S. Department of Transportation – Federal Transit Administration
Florida Department of Transportation
Florida Department of Highway Safety and Motor Vehicles

❖ **ENVIRONMENT/HUMAN HEALTH**

U.S. Environmental Protection Agency

- Office of Research and Development
- Office of Pesticide Programs
- Office of Solid Waste
- Office of Ground Water and Drinking Water

U.S. Army Corps of Engineers
South Florida Water Management District

❖ **HOUSING/COMMERCIAL REAL ESTATE**

U.S. Department of Housing and Urban Development

- The Government National Mortgage Association (Ginnie Mae)
- Office of Policy Development and Research

The Rouse Company
The University of Miami

❖ **ENTERTAINMENT**

Florida Lottery

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