



Rock Creek Publishing Group, Inc.
dba Chief Rock Creek Strategic
Marketing is a U.Group company

General Service Administration

Federal Supply Service

Authorized Federal Supply Schedule Price List

Multiple Award Schedule (MAS)

On-line 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.

CONTRACT NUMBER: GS-00F-169CA
FEDERAL SUPPLY GROUP: Professional Services
Miscellaneous
FSC/PSC CODES: R701, R708, D304, R422, T006,
Y1PB, R499, T010, R408, and 0000

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

CONTRACTOR: **Rock Creek Publishing Group Inc.**
DBA Chief Rock Creek Strategic Marketing

CONTRACT PERIOD: June 11, 2020 to June 10, 2025
ADDRESS: 1800 Massachusetts Ave. NW 2nd Floor
Washington, DC 20036

PHONE: 202-791-0068
FAX: 202-776-0148
WEBSITE: www.agencychief.com
EMAIL: david.rinaldo@agencychief.com

CONTRACT ADMINISTRATOR: David Rinaldo, Chief Operating Officer

BUSINESS SIZE: Other than Small Business

Prices Shown Herein are Net (Discount Deducted)

Pricelist current through modification PS-0010, effective August 3, 2020



Customer Information

1A. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s):

| SIN Number | SIN Description | Service Description Page | Awarded Price Page |
|------------|--|--------------------------|------------------------|
| 541810/RC | Advertising Services | 7 – 10 | 6 |
| 541820/RC | Public Relations Services | 7 – 10 | 6 |
| 541511/RC | Web Based Marketing | 7 – 10 | 6 |
| 541910/RC | Marketing Research and Analysis | 7 – 10 | 6 |
| 512110/RC | Video/Film Production | 7 – 10 | 6 |
| 541850/RC | Exhibit Design and Advertising Services | 7 – 10 | 6 |
| 561920/RC | Conference, Meeting, Event and Trade Show Planning Services | 7 – 10 | 6 |
| 541922/RC | Commercial Photography Services | 7 – 10 | 6 |
| 541430/RC | Graphic Design Services | 7 – 10 | 6 |
| 541613/RC | Marketing Consulting Services | 7 – 10 | 6 |
| 541611/RC | Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services | 12 – 13 | 11 |
| OLM/RC | Order Level Materials (OLM) | Defined at Order Level | Defined at Order Level |

1B. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply: Not applicable.

1C. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See pages 7 – 10 and 12 – 13.

2. Maximum Order:

| SIN Number | Maximum Order |
|------------|---------------|
| 541810/RC | \$1,000,000 |
| 541820/RC | \$1,000,000 |
| 541511/RC | \$1,000,000 |
| 541910/RC | \$1,000,000 |
| 512110/RC | \$1,000,000 |
| 541850/RC | \$1,000,000 |
| 561920/RC | \$1,000,000 |
| 541922/RC | \$250,000 |



| | |
|-----------|-------------|
| 541430/RC | \$1,000,000 |
| 541613/RC | \$1,000,000 |
| 541611/RC | \$1,000,000 |
| OLM/RC | \$250,000 |

3. **Minimum Order:** \$100.00
4. **Geographic Coverage:** Domestic only
5. **Points of Production:** Same as company address
6. **Discount from List 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.
- 9A. Government Purchase cards **are accepted** at or below the micro-purchase threshold.
- 9B. Government Purchase cards **are accepted** above micro-purchase threshold.
10. **Foreign Items:** None
- 11A. **Time of Delivery:** Specified on the task order
- 11B. **Expedited Delivery:** Items available for expedited delivery are noted in this price list
- 11C. **Overnight and 2-day Delivery:** Contact contractor
- 11D. **Urgent Requirements:** Please note the Urgent Requirements of this contract and contact contractor
12. **F.O.B. Points:** Destination
- 13A. **Ordering Address:** 1800 Massachusetts Ave. NW, 2nd Floor, Washington, DC 20036
- 13B. **Ordering 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.**
14. **Payment Address:** 1800 Massachusetts Ave. NW, Washington, DC 20036
15. **Warranty Provision:** Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing warrants that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract
16. **Export Packing Charges, if Applicable:** N/A



17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). Conditions of Government Purchase Card Acceptance: Contact contractor.

18. Terms and Conditions of Rental: N/A

19. Terms and Conditions of Installation: N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A

21. List of Service and Distribution Points: N/A

22. List of Participating Dealers: N/A

23. Preventive Maintenance: N/A

24A. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24B. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. - Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing offers expertise in Section 508 Compliance.

25. Data Universal Number System (DUNS) Number: 603437377

26. Notification regarding registration in System for Award Management (SAM) database.: Rock Creek Publishing Group Inc. dba Chief Rock Creek Strategic Marketing is registered in the SAM database.



Company Overview

Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing is a minority-owned, other than small business, we are a full-service agency with 30 years experience driving high-impact brand, technology and communication solutions. Our team of integrated experts span across strategy, creative and development teams, working together to connect constituents, build loyalty and create new possibility through targeted and enterprise level engagements.

With rich brand, digital marketing, media, user experience and web development practice areas, we are able to accommodate all services in-house. Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing is continually named among the top creative firms by the Washington Business Journal for our ability to deliver on client objectives every time, regardless of scope or scale. This success is born of a love of what we do—we aren't satisfied unless we're innovating and changing the way people think.

Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing offers a thorough understanding of government needs and deep experience with government contracting and procurement. Government leaders rely on Rock Creek Publishing Group Inc. DBA Chief Rock Creek Strategic Marketing for a wide range of services from individual projects to full integrated campaigns. These include:

- **Branding:** Naming, logo and identity design, tag lines, brand guidelines
- **Design:** Print, web, mobile, motion/video
- **Content Strategy & Development:** Copy writing and editing, governance, content strategy
- **User Experience Design:** Information architecture, taxonomy, process work flows, usability testing, interactive design, user persona development
- **Website & Mobile Design & Development:** Scalability, responsive design, content migration, testing, Section 508 Accessibility, Drupal and WordPress development, CMS implementation
- **Social Media & Online Marketing:** Social media strategy and advertising, search engine optimization (SEO), blogging, analytics and SEO analysis, pay per click advertising, keyword research
- **Marketing & Communications:** Challenge and prize, recruiting and retention, outreach and public awareness campaigns, public relations and public affairs, media buying
- **Program Management:** Full strategy development, planning, administration, and implementation of programs including infrastructure, governance and fiscal management



Labor Category Hourly Rates

SINs: 541810/RC, 541820/RC, 541511/RC, 541910/RC, 512110/RC, 541850/RC, 561920/RC, 541922/RC, 541430/RC, and 541613/RC

| Labor Category | 6/11/2020 – 6/10/2021 | 6/11/2021 – 6/10/2022 | 6/11/2022 – 6/10/2023 | 6/11/2023 – 6/10/2024 | 6/11/2024 – 6/10/2025 |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Communications Consultant I | \$141.42 | \$144.39 | \$147.42 | \$150.52 | \$153.68 |
| Communications Consultant II | \$209.68 | \$214.09 | \$218.58 | \$223.17 | \$227.86 |
| Project Manager I | \$114.29 | \$116.69 | \$119.14 | \$121.64 | \$124.20 |
| Project Manager II | \$146.30 | \$149.37 | \$152.51 | \$155.71 | \$158.98 |
| Visual/Graphic Designer I | \$121.92 | \$124.48 | \$127.09 | \$129.76 | \$132.49 |
| Visual/Graphic Designer II | \$146.30 | \$149.37 | \$152.51 | \$155.71 | \$158.98 |
| Interactive Media Specialist I | \$121.92 | \$124.48 | \$127.09 | \$129.76 | \$132.49 |
| Interactive Media Specialist II | \$146.30 | \$149.37 | \$152.51 | \$155.71 | \$158.98 |
| A/V Specialist I | \$114.29 | \$116.69 | \$119.14 | \$121.64 | \$124.20 |
| A/V Specialist II | \$146.30 | \$149.37 | \$152.51 | \$155.71 | \$158.98 |
| Administrative Assistant** | \$54.86 | \$56.01 | \$57.19 | \$58.39 | \$59.61 |

** Denotes an SCLS Labor Category



Labor Category Descriptions

SINs: 541810/RC, 541820/RC, 541511/RC, 541910/RC, 512110/RC, 541850/RC, 561920/RC, 541922/RC, 541430/RC, and 541613/RC

| LABOR CATEGORY | DESCRIPTION |
|------------------------------|--|
| Communications Consultant I | <ul style="list-style-type: none">• 2+ years experience and Bachelor's degree (or equivalent).• Researches (through quantitative and qualitative methods), plans and executes complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables.• Recommends solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives.• Strategizes, develops, writes and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style and terminology.• Reads from scripts and speaks into the microphone as film is being projected, timing comments to fit action portrayed.• Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese).• Researches, plans, writes and edits multimedia/interactive, train-the-trainer and instructor-led/classroom-based training programs. |
| Communications Consultant II | <ul style="list-style-type: none">• 6+ yrs. experience and Bachelor's degree (or equivalent).• Researches (through quantitative and qualitative methods), plans, executes and provides creative insight throughout complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables.• Recommends and oversees the implementation of solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives.• Strategizes, develops, writes and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style and terminology.• Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese, etc.).• Researches, plans, writes, edits and oversees multimedia/interactive, train-the-trainer, and instructor-led/classroom-based training programs.• Provides key understanding of competitive landscapes through an understanding of the strategic communications landscape, emerging technology, business trends, established competitors, etc. |



| | |
|----------------------------|--|
| Project Manager I | <ul style="list-style-type: none">• 2+ yrs. experience and Bachelor’s degree (or equivalent).• Serves as client point of contact on project progress from start to completion.• Maintains project schedules, provides estimates, coordinates with print and other vendors, makes copies of scripts, and manages the transportation of video crew and equipment.• Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials.• Manages the successful planning, coordination and communication of all conference activities including travel logistics, materials shipping, event reservation, etc. |
| Project Manager II | <ul style="list-style-type: none">• 5+ yrs. experience and Bachelor’s degree (or equivalent).• Serves as client point of contact on project progress from start to completion by maintaining project schedules, providing estimates and coordinating with print and other vendors.• Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials. |
| Visual/Graphic Designer I | <ul style="list-style-type: none">• 2+ years experience and Associates degree (or equivalent).• Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; and correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.).• Performs all aspects of computer-based design, layout and production for printed materials (brochures, posters, fliers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.) and booth displays.• Involved with the planning, coordination and control of production processes to ensure the correct amount is produced at the right cost and at the right level of quality.• Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc. |
| Visual/Graphic Designer II | <ul style="list-style-type: none">• 5+ years experience and Bachelor’s degree (or equivalent).• Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.); and conducting quality assurance checks.• Performs and oversees all aspects of computer-based design, layout and production for printed materials (brochures, posters, fliers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.), and booth displays.• Manages creative projects from concept to completion, translates marketing objectives into creative strategies, and directs the creative team in the production of advertising, public relations, outreach and marketing collateral.• Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc. |



| | |
|---------------------------------|---|
| Interactive Media Specialist I | <ul style="list-style-type: none">• 2+ yrs. experience and Bachelor's degree (or equivalent).• Assists in the production of a television program or film by contributing to the content of a production, and suggesting topics and themes.• Plans, designs, builds and manages web development including web-based applications, multimedia elements and interactive animations.• Creates graphic effects that enrich multimedia products including narration, 3D animation and sound effects.• Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress CGI and .NET.• Creates, measures, analyzes, optimizes and deploys highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing (SEM)/search engine optimization (SEO), etc. |
| Interactive Media Specialist II | <ul style="list-style-type: none">• 5+ yrs. experience and Bachelor's degree (or equivalent).• Plans, designs, builds, manages and oversees web development including web-based applications, multimedia elements, and interactive animations.• Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CGI and .NET.• Creates, measures, analyzes, optimizes, deploys and oversees highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing (SEM)/search engine optimization (SEO), etc.• Writes, edits, trouble-shoots and oversees programming for websites and HTML documents to function with all commonly used browsers (Safari, Internet Explorer, Mozilla Firefox, etc.).• Conducts rehearsals and directs activities of cast, photographers, and technical crews during final rehearsals and final filming of videos through working with scenery, lights, props, music, costumes, etc.• Determines treatment and scope of productions, establishes operating budgets, selects cast members, reviews filmed scenes, and approves final editing of filmed productions. |
| A/V Specialist I | <ul style="list-style-type: none">• 2+ yrs. experience and Associates degree (or equivalent).• Controls video console to regulate transmission of television scenes, including test patterns and black-and-white or color telecasts.• Conducts video shooting in line with cinematographer's instructions.• Photographs events, locations, people and other illustrative or educational material for use in publications or videos, using still cameras.• Travels to assigned locations and takes pictures, as well as develops negatives and printing film |
| A/V Specialist II | <ul style="list-style-type: none">• 5+ yrs. experience and Bachelor's degree (or equivalent).• Films motion pictures, videos, television shows and commercials.• Assembles raw footage in preparation for inputting into the computer.• Inputs uncut rushes and sound, and synchronizes and stores them into files on the computer.• Assembles the final product from the raw camera footage, dialog, sound effects and graphics. |



Administrative
Assistant**

- 2+ yrs. experience and Associates degree (or equivalent).
 - Provides exceptional customer service.
 - Responsibilities include general filing, typing, data entry, copying and printing.
 - Manages print projects by obtaining estimates, sending print-ready files to printer, ordering printer supplies, and coordinating delivery and schedule with the printer.
 - Orders quantities of materials used in video production and schedules their delivery.
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** Denotes an SCLS Labor Category



Labor Category Hourly Rates

SIN: 541611/RC

| Labor Category | 6/11/2020 – 6/10/2021 |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Subject Matter Expert (SME) | \$216.96 | \$221.52 | \$226.17 | \$230.92 | \$235.77 |
| Consultant | \$114.86 | \$117.27 | \$119.74 | \$122.25 | \$124.82 |
| Sr. Consultant | \$197.56 | \$201.71 | \$205.95 | \$210.27 | \$214.69 |
| Sr. Branding Consultant | \$133.24 | \$136.04 | \$138.90 | \$141.81 | \$144.79 |
| Sr. Strategy Consultant | \$216.96 | \$221.52 | \$226.17 | \$230.92 | \$235.77 |
| Visual/Graphic Designer | \$216.96 | \$221.52 | \$226.17 | \$230.92 | \$235.77 |
| Sr. Visual/Graphic Designer | \$137.84 | \$140.73 | \$143.68 | \$146.70 | \$149.78 |
| Writer | \$114.86 | \$117.27 | \$119.74 | \$122.25 | \$124.82 |
| Project Manager | \$103.99 | \$106.17 | \$108.40 | \$110.68 | \$113.00 |
| Administrative Assistant** | \$45.49 | \$46.44 | \$47.42 | \$48.41 | \$49.43 |

** Denotes an SCLS Labor Category



Labor Category Descriptions

SIN: 541611/RC

| LABOR CATEGORY | DESCRIPTION |
|----------------------------|--|
| Administrative Assistant** | <ul style="list-style-type: none">• 1+ years of experience and Associates degree.• Balances and prioritizes work to ensure critical items are addressed.• Produces high-quality deliverables while working within budget and meeting deadlines.• Assists in the identification, assessment and resolution of issues and problems.• Provides exceptional customer service. Responsibilities include general filing, typing, and data entry, copying and printing. |
| Consultant | <ul style="list-style-type: none">• 3+ years of experience and Bachelor's degree.• Works with clients to uncover, assess and solve employee-focused and organizational- based business challenges.• Uncovers impediments to productivity, efficiency and effectiveness.• Conducts assessments and needs analyses to identify root causes.• Based on assessments/analyses, recommends customized solutions that will address critical problems.• Implements solutions including, but not limited to, the development of communications strategies, training programs and curriculum, and other learning initiatives. |
| Project Manager | <ul style="list-style-type: none">• 3+ years of experience and Bachelor's degree.• Manages projects from inception to completion.• Manages the day-to-day execution of client engagements.• Serves as a point of contact for clients about project progress.• Assists in the coordination of personnel to ensure they perform their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, and controlling schedules and materials. |
| Sr. Branding Consultant | <ul style="list-style-type: none">• 10+ years of experience and Master's degree.• Serves as branding consultant for originating concepts and initial concepts.• Helps communicate concept approaches to clients.• Collaborates with staff to integrate all efforts and client feedback into an effective and cohesive branding solution.• Provides creative insight throughout the project.• Assumes the conceptual lead on especially challenging work.• Assures a consistently high-level of work performed by the company. |
| Sr. Consultant | <ul style="list-style-type: none">• 8+ years of experience and Bachelor's degree.• Possesses mastery of organizational-based business challenges.• Works at a senior level to uncover impediments to productivity, efficiency, and effectiveness.• Functions as initial architect and ongoing quality assurance for project work.• Oversees the implementation of solutions including, but not limited to, the development of communications strategies, training programs and curriculum, and other learning initiatives. |



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|------------------------------|---|
| Subject Matter Expert (SME): | <ul style="list-style-type: none">• 10+ years of experience and Bachelor’s degree.• Develops customized organizational and marketing solutions to meet client needs.• Engages clients in problem solving, questioning, listening and solutions identification.• Translates organizational concerns into communications solutions.• Provides key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors and emerging companies.• Leads team members in defining project objectives, scope and deliverables; assesses resource needs.• Architects organizational strategies to ensure all creative work is focused on achieving client objective. |
| Sr. Strategy Consultant | <ul style="list-style-type: none">• 10+ years of experience and Master’s degree.• Interacts and confers with client frequently regarding specific work efforts, including seeking regular feedback and input from client on deliverables.• Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.• Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of communications materials.• Shows knowledge of a variety of strategic communication concepts, practices, and procedures.• Has the ability to conduct research, interview, and offer creative ideas. |
| Sr. Visual/Graphic Designer | <ul style="list-style-type: none">• 8+ years of experience and Bachelor’s degree.• Performs all aspects of computer-based design and production.• Can create designs for printed materials, websites, electronic documents or displays.• Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.• Provides high-level technical input and conducts quality assurance. |
| Visual/Graphic Designer | <ul style="list-style-type: none">• 4+ years of experience and Bachelor’s degree.• Performs all aspects of computer-based design and production.• Can create designs for printed materials, websites, electronic documents or displays.• Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs. |
| Writer | <ul style="list-style-type: none">• 5+ years of experience and Bachelor’s degree.• Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.• Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of marketing and communications materials.• Has ability to conduct research, interview and offer creative project solution ideas. |

** Denotes an SCLS Labor Category



Service Contract Labor Standard (SCLS) Matrix

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

| SCLS Eligible Labor Category | SCLS Equivalent Labor Category | Wage Determination No. |
|------------------------------|--------------------------------|------------------------|
| Administrative Assistant | 01020 Administrative Assistant | 2015-4281 |



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