GENERAL SERVICES ADMINISTRATION

Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: http://www.GSAAdvantage.gov.

Schedule for – MAS Multiple Award Schedule
FSC Group: Professional Services   FSC Class: 
Contract Number: GS00F396GA

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

Contract Period:  September 18, 2022 through September 17, 2027
Price list current as of Modification #PO-0008 effective 09/18/22

Contractor: Heart and Mind Strategies.
12355 Sunrise Valley Dr., STE 340
Reston VA 20191

Business Size: Small Disadvantaged Business

Telephone: 801-550-5943
FAX Number: 703-991-6420
Web Site: http://www.heartandmindstrategies.com
E-mail: rsmith@heartandmindstrategies.com
Contract Administration: Royal Smith, CFO
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About us:

Heart+Mind Strategies is a small business market research, branding and communications consultancy headquartered in Reston, VA that was formed in 2008. We are one of the world’s leading values-based research consultancies, providing our clients with thought leaders who bring more than 40 years of practical business experience and industry setting best practices. We are highly skilled in consumer and elite audience research and strategy development, using a blend of both qualitative and quantitative methods to solve client objectives, including the full suite of advanced analytics.

Deep Understanding of Consumer Decision Making: We created the Richard B. Wirthlin Center for Applied Values-Research in Marketing and Communications to codify and advance the principles of laddering and means-end theory. The knowledge and experience of our consultants includes values work for the world’s largest corporations; some of the largest industry associations; major government agencies, think tanks and academic institutions; major regional and metropolitan areas; and national and international candidates for office. We have invested heavily in training, development, staffing, and in the world’s only completely integrated computer assisted system for values data entry and analysis. We can accurately make the statement that Heart+Mind Strategies is the world’s leading consultancy in values-based research and marketing.

Customer Journey and Experience (Human-Centered Design): We help our clients solve business challenges by providing a clear understanding of human decision-making dynamics. We know from experience that people pursue a pathway as they navigate their way to a decision. **Way-finding is key.** We know the path is shaped and behaviors influenced by the systems in which people make decisions.

+ **Values fuel the journey.** Values are the criteria people use in assessing their daily lives, arranging their priorities & making decisions. Rational and emotional measures are used to evaluate the importance of things in our lives.
+ **Milestones mark the journey to a decision.** Goal directed behavior is driven by human values. The result is a non-linear path with key moments of transition.
+ **Systems define the influences.** People build systems comprised of people, culture, places, & routines. This system works in pursuit of the core values driving the person. Brands deploy systems to connect with people. The intersection is where resonance is gained or lost.

We developed our approach because consumer behavior is complex in a diverse and complicated landscape, and potential levers for marketers to use continues to grow almost exponentially.

You **RESONATE with PEOPLE** when you understand your ROLE in context of how they make their way TO a decision.
CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>541611</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. N/A

1c. Labor Categories:

LABOR CATEGORY DESCRIPTIONS:

Managing Partner As the senior leadership of the company, this individual is responsible for overall project success, oversees development of research and analysis plans, develops and/or moderates focus group discussions, writes, or edits all reports and analytical material, supervises all staff, responsible for all billing inquiries, communicates project findings and recommendations.

Twenty (20) years of experience that includes managing large, complex research engagements. Bachelor’s Degree

Healthcare Consultant The Healthcare Consultant has demonstrated success and experience developing and implementing qualitative and quantitative research techniques to deliver valuable insights and solutions to client needs. This individual has expertise in the healthcare space and a keen understanding of marketing strategy and the tactical implementation of these strategies. As an SVP, this individual appropriately leverages firm resources in the efficient and effective delivery of client engagements that meet and exceed client expectations.

Minimum ten (10) years' experience designing and implementing healthcare related programs. Master's Degree

Partner Responsible for overall project success, oversees research and analysis plans, develops and/or moderates focus groups, writes or edits all reports and analytical material, supervises all staff, responsible for all billing inquiries, communicates project findings and recommendations.

Twenty (20) years of experience that includes managing large, complex research engagements. Bachelor's Degree

Executive Advisor, Director of the Richard B. Wirthlin Values Center Oversees research techniques relying on means-end theory, which espoused personal values and emotions as driving decision making, giving weight to the most important benefits and
consequences of choices, and allowing the strategist to focus on the few critical rational
elements of a decision or choice. Understands that both rational and emotional
components are essential to a decision and that the most effective marketing and
communication strategies not only communicate both clearly but also show how they are
linked.

30 years Master’s Degree

**Senior Consultant/Solutions Strategist** Proven leaders with a deep understanding of
marketing strategy and the tactical implementation of these strategies, business
acumen, and the ability to provide consultative advice that marries market research-
based insights with business objectives. Appropriately leverage firm resources in the
efficient and effective delivery of client engagements that meet and exceed client
expectations.

Seven (7) years progressive experience in market research, with a minimum of five (5)
years in a market research supplier organization Bachelor’s degree

**Director, Analytics and Applied Methodologies** Overall responsibility for executing all
aspects of advanced data analyses. Master of quantitative methods, this individual
selects the appropriate technique and performs the analysis. Also required to leverage
their knowledge of analytical techniques, instrument and sample design in support of
business development, research execution and staff professional development.

Minimum of fifteen (15) years progressive experience in marketing analytics and
statistical analysis; minimum of seven (7) years’ experience in a market research
supplier organization Master’s Degree in applied mathematics, economics, social
sciences, econometrics, statistics or related field

**Senior Solutions Director**-Senior Solutions Directors provide significant support to
Partners, Senior Strategists, and Consultants and effectively engage in internal and
external discussions regarding research objectives, design and implications and prepare
full-scope research plans suited to meeting client objectives. Effectively manages all
aspects of client relationships, analyzes data, develops and delivers client presentations,
making recommendations and understanding the business implications of the findings.

Minimum of ten (10) years progressive experience in market research, with a minimum
of five (5) years in a market research supplier organization Bachelor’s Degree

**Solutions Director** Responsible for overseeing and independently directing all aspects
of a client engagement, including both client interface and the research implementation
process. Solutions Directors are expected to have fully mastered all of the individual
components of a research engagement (both qualitative and quantitative) and be well
equipped to, at a minimum, have significant input into research designs, often
independently and in consultation with the client, developing approaches to research.
Solutions Directors can autonomously manage all aspects of research execution and
can also successfully oversee and mentor others in research execution.

Minimum of seven (7) years progressive experience in market research, with a minimum
of five (5) years in a market research supplier organization Bachelor’s Degree
**Senior Solutions Manager** Senior Solutions Managers have the same overall client and research execution responsibilities as do Solutions Managers but, in addition, have staff management responsibilities that include “across the desk” mentoring, on the job training/coaching, and shadowing Research Assistants, Associates and Sr. Associates; Monitoring and managing individual performance, and offering constructive input focused on growth and improvement.

Minimum of five (5) years progressive experience in market research, with a minimum of three (3) years in a market research supplier organization Bachelor’s Degree

**Solutions Manager** Provides support to Solutions Strategists/Consultants and is responsible for managing all aspects of a client engagement, including both client interface and the research implementation process. Has mastered all of the individual components of a research engagement and is well equipped to have significant input into research designs, as well as managing multiple research engagements of varying complexity from start to finish. Functions as part of a larger research engagement team, consisting of one or more senior members of the firm (Solutions Director, Senior Strategist, Partner) as well as Solutions Associates or Solutions Assistants.

Minimum of three (3) years progressive experience in market research, with a market research supplier organization Bachelor’s Degree

**Senior Solutions Associate** Manages all of the executional components of full-service market research engagements. By supporting other members of the client team and interacting directly with clients and operations partners, Senior Solutions Associates contribute to the high quality and efficient implementation of each component of a research engagement. Senior Solutions Associates focus on the execution of research projects, ensuring that each project is delivered on time, on budget and meets client expectations.

Two (2) years Heart + Mind Strategies Experience, academic or practical background in marketing, communications or the social sciences Bachelor’s Degree

**Solutions Associate** Provides support across all elements of qualitative and quantitative research engagements. Responsible for independently efficiently executing the entire research engagement (all of the discrete parts). Solutions Associates manage the activities of all internal and external research partners on all phases of a research engagement.

Two (2) years Bachelor’s degree

**Director, Research Information & Application** Overall responsibility for overseeing and directing all aspects of processing primary data, and ensuring that data is appropriately displayed for “best in class” client viewing and usage. Required to leverage their programming skills to ensure that internal information is accessible as decision-making information, and designed to support inter-departmental strategic and tactical corporate objectives (e.g., metrics).

Minimum of ten (10) years progressive experience in data processing with a minimum of five (5) years in a market research supplier organization Bachelor’s Degree in one of the
following areas: Computer Science; Information Science; Marketing; Mathematics / Statistics; Research Methods

**Solutions Assistant** Supports all of the executional components of full-service market research engagements and contributes to the high quality and efficient implement of each component of a research engagement while developing a strong foundation in market research fundamentals and HMS principles/approaches.

1 year academic or practical background in marketing, communications or the social sciences Bachelor’s Degree

**Director, Data Collection & Field Services** Overall responsibility for overseeing and directing all qualitative and quantitative field management activities, both domestically and internationally. Manages a diverse set of fast-paced projects, covering multiple methodologies, audiences, and geographies. Extremely detail-oriented, passionate about managing efficient systems and maintaining strong internal and external (vendor) partner relationships.

Minimum of seven (7) years progressive experience in field management/data collection, with a minimum of five (5) years in a market research supplier organization Bachelor’s Degree

**Visualization Strategist** Responsible for contributing to high levels of client satisfaction and loyalty via purposeful, insightful, creative and actionable ways in which information and insight can be displayed and communicated, by applying cutting edge video, photography, digital, graphics, copy writing, social media, and web content.

Two (2) years or relevant experience Bachelor’s Degree

2. **Maximum Order:**

<table>
<thead>
<tr>
<th>SIN</th>
<th>Maximum Order Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>$1,000,000</td>
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<tr>
<td>541611</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>OLM</td>
<td>$250,000</td>
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</tbody>
</table>

3. **Minimum Order:** $100.00

4. **Geographic Coverage (delivery Area):** Domestic only 50 States, DC and US Territories

5. **Point(s) of production (city, county, and state or foreign country):** Same as company address

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 (Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.)

9. **Foreign items (list items by country of origin)**: Not Applicable

10a. **Time of Delivery (Contractor insert number of days)**: As negotiated with the ordering activity.

10b. **Expedited Delivery**: As negotiated with the ordering activity.

10c. **Overnight and 2-day delivery**: Contact Contractor

10d. **Urgent Requirements**: Contact Contractor

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

12a. **Ordering Address(es)**: Same as Contractor

12b. **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.

13. **Payment address(es)**: Same as company address

14. **Warranty provision**: Contractor’s standard commercial warranty.

15. **Export Packing Charges (if applicable)**: N/A

16. **Terms and conditions of rental, maintenance, and repair (if applicable)**: N/A

17. **Terms and conditions of installation (if applicable)**: N/A

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable)**: N/A

18b. **Terms and conditions for any other services (if applicable)**: N/A

19. **List of service and distribution points (if applicable)**: N/A

20. **List of participating dealers (if applicable)**: N/A

21. **Preventive maintenance (if applicable)**: N/A

22a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants**: N/A

22b. 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: N/A
23. **Unique Entity Identifier (UEI) number:** LATRJSFHVQZ3

24. **Notification regarding registration in System for Award Management (SAM) database:** Registered

### Final Pricing:

<table>
<thead>
<tr>
<th>SIN(s)</th>
<th>Labor Category</th>
<th>Year 6</th>
<th>Year 7</th>
<th>Year 8</th>
<th>Year 9</th>
<th>Year 10</th>
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<td>$556.83</td>
<td>$570.75</td>
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<td>$423.12</td>
<td>$433.70</td>
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<td>$331.45</td>
<td>$339.73</td>
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<td>Senior Consultant/Solutions Strategist</td>
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<tr>
<td>541611, 541910</td>
<td>Executive Advisor, Director RBW Values Center</td>
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<td>541611, 541910</td>
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<td>$123.77</td>
<td>$126.86</td>
<td>$130.04</td>
<td>$133.29</td>
</tr>
</tbody>
</table>
*The Service Contract Labor Standards (SCLS), formerly the Service Contract Act (SCA), is applicable to this contract and as it applies to the entire MAS (Multiple Award Schedule) and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.