



Dr. Crystal R. Shaw

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CAGE 172C2 · UEI SHJ3NCG1G4D6

"Organizations are never finished."

Operational excellence should be continuous, not event-driven.

COMPANY OVERVIEW

Strong Campus LLC is an Operational Intelligence and Program Management consulting firm supporting federal agencies, defense organizations, and prime contractors responsible for complex, mission-driven programs. We help organizations align leadership intent with operational reality — closing the integration gaps that create risk, delay decisions, and weaken readiness. Our approach combines practitioner experience, doctoral research, and structured methodology to move organizations from reactive management to sustained operational excellence.

SIGNATURE METHODOLOGY

Operational Intelligence Assessment *See Clearly.*

Operational Triage™ *Assess. Prioritize. Stabilize.*

Operational Intelligence Partnership™ *Sustain Alignment.*

SHAW Framework™ *Strategy. Human Judgment. Accountability. Wisdom.*

WHY STRONG CAMPUS

- 24+ years of operational leadership in complex Air Force and federal mission environments
- Practitioner experience combined with doctoral research in organizational performance
- Cross-functional systems view — leadership, governance, workforce, and operations together
- Rapid integration into existing program teams without added complexity
- WOSB & VOSB certified, with scalable small business teaming support

MISSION EXECUTION SOLUTIONS

Operational Intelligence Assessments

Current-state analysis, gap identification, and a prioritized roadmap for measurable improvement.

Program & Mission Support

Program management, executive reporting, contract administration, and COR support across the full program lifecycle.

Operational Readiness & Performance Improvement

Readiness assessments, inspection sustainment, deployment planning, and continuous process improvement.

Governance, Continuity & Organizational Alignment

Knowledge transfer, succession readiness, leadership transition support, and organizational accountability.

WHY PRIMES TEAM WITH STRONG CAMPUS

- Earlier identification of operational risk before it affects contract performance
- Greater visibility into cross-functional execution across program teams
- Stronger governance and accountability supporting contract compliance
- A scalable advisory capability that integrates quickly without adding complexity

LEADERSHIP FOUNDATION

Led by Dr. Crystal R. Shaw — 24+ years of Air Mobility Command logistics and readiness leadership, doctoral research in organizational performance, author of *Robots in the Ranks*, and a Lean Six Sigma Green Belt.

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