



# ARMY PRIORITIES: SMALL BUSINESS OPPORTUNITIES AND CHALLENGES



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19 November 2020

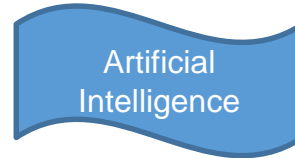


# A CHALLENGE IS AN OPPORTUNITY IN DISGUISE

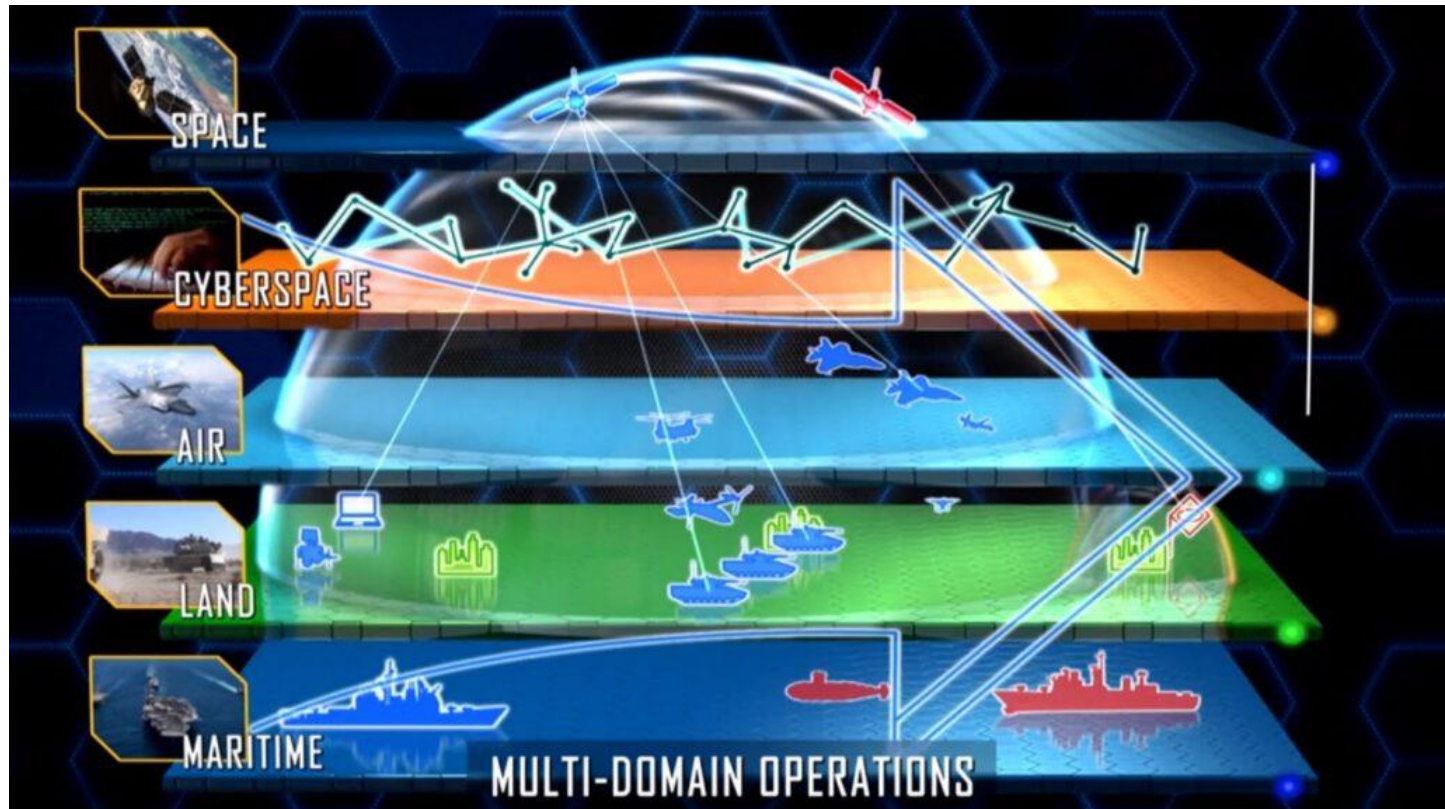




# ARMY PRIORITIES CHALLENGES & OPPORTUNITIES



Regionally Aligned  
Readiness and  
Modernization  
Model (ReARMM)





*People First!*

*Winning Matters!*

*Army Strong!*

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**Questions?**

<https://osbp.army.mil>



# Backup Charts



# Army Prime Contracting Achievement Fiscal Year 2020



Category	FY20 Goal (%)	FY20 % Achieved	FY20 Dollars Achieved	Change from prior FY
Small Business	27.86%	30.83%	\$24,438,929,816	↑
Small Disadvantaged Business	5%	14.93%	\$11,832,474,449	↑
Service-Disabled Veteran-Owned Small Business	3%	3.84%	\$3,040,339,169	↓
Woman-Owned Small Business	5%	5.48%	\$4,339,787,270	↓
HUBZone Business	3%	3.68%	\$2,918,804,447	↑



# ARMY OSBP ORGANIZATION



**Secretary of the Army**  
**HON Ryan D. McCarthy**  
**Undersecretary of the Army**  
**HON James E. McPherson**

**Director**  
**Small Business Programs**  
**Kimberly Buehler**

Deputy Director  
 Pamela Callicutt

Policy  
 Cynthia Lee

SACO  
 Edith St. Catherine

Oversight & Reporting  
 Pamela Monroe

Data Analyst  
 Angela Hong

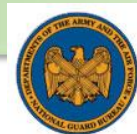
Acquisition & Internal Support  
 Gayna Malcolm-Packnett

Developmental Assignee (vacant)

Strategic Communication & Outreach  
 James Lloyd

Contractor Support  
 Outreach Coordinator  
 Website Developer

**Command**  
**Associate Directors**  
 AMC—Thaddeus Martin  
 AFC—Beth Scherr  
 USACE—Liz Mudd  
 MEDCOM—Pete Hunter  
 NGB—Cassandra Freeman





# SMALL BUSINESS STRATEGIC PLAN FISCAL YEAR 2020-2024



## 1. Align with the National Security Priorities and Army Readiness Objectives to generate ready forces that are organized, trained, and equipped for prompt and sustained ground combat.

OBJ 1-1  
Effective Outreach Program

OBJ 1-2  
Early Acquisition Planning

OBJ 1-3  
Increase SB Participation

OBJ 1-4  
Increase SL Awareness

OBJ 1-5  
Increase SB CM Efforts

## 2. Align with the Army Modernization Objective to prioritize research and development and procure technologically mature systems.

OBJ 2-1  
Promote MPP, SBIR/STTR, HBCU/MI

OBJ 2-2  
Streamline Processes

OBJ 2-3  
Incentivize Use of SB in RDT&E

OBJ 2-4  
Implement Streamlining Tools

OBJ 2-5  
Conduct Industry Engagement

OBJ 2-6  
Increase Synergy with PTACS

## 3. Align with Army Reform Objective to implement aggressive reforms to free up time, money, and manpower for our highest priorities.

OBJ 3-1  
Drive Efficiency While Maintaining SB

OBJ 3-2  
Measure Involvement & Effectiveness

OBJ 3-3  
Develop and Sustain Policy

OBJ 3-4  
Evaluate Processes

## 4. Align with Army Objective to Strengthen Alliances and Attract New Partners.

OBJ 4-1  
Address Cybersecurity Challenges

OBJ 4-2  
Address Intellectual Property

## 5. Align with the Army on the Importance of People.

OBJ 5-1  
Recruit, Hire, Develop, Train, Retain

OBJ 5-2  
Enhance Collaboration

OBJ 5-3  
Facilitate Formal and Informal Training

OBJ 5-4  
Utilize DAWDF

OSBP seeks to maximize use of SB in support of mission readiness; increase in teaming and collaborative relationships with small and other than small businesses to promote the industrial base.

OSBP works with industry, university and private sector to pursue opportunities for combined research and development on emerging technologies. Maximize existing authorities.

OSBP will seek to simplify, reduce or eliminate low-value activities and improve business processes. Publish guidance, share ideas, and harness tools from the federal government.

OSBP engages in areas impacting the Army and Small Businesses: cybersecurity and Intellectual Property. Small businesses receive training and other assistance to better meet Army demands.

OSBP develops a talent management strategy and assesses the structure for Army OSBP to best support the program and the Army.