



32nd Street Media, LLC

CAPABILITY STATEMENT

DUNS: 078733061 **CAGE:** 6UM15

INTRODUCTION

32nd Street Media, LLC – is a digital health company. Our experience and expertise in digital media, technology, and healthcare is the inspiration for :30BP© - a hypertension platform. Our journey to develop a hypertension solution for adults struggling to manage their high blood pressure is personal. Our CMO has high blood pressure, suffered a heart attack, and recovered from a quadruple bypass in 2008. His journey resonates with partners and providers who share our commitment to develop this hypertension program. The company is a Women Owned Small Business and Minority Owned.

MISSION

Our mission is to be the leading hypertension platform for remote patient monitoring to Preferred Provider Organizations (PPO) and Medicare providers.

CORE COMPETENCIES

We use digital technology to develop software solutions for adults with high blood pressure in Commercial, Non-Profit, and Government markets.

KEY PERSONNEL

Leslie L. Becker is CEO at 32nd St. Media. Her previous experience as an executive at AT&T prepared her for this role. Leslie knows how to build winning sales teams and develop strategic partnership with customers. She has found these skills necessary to advance the company's mission and objectives and to promote revenue, profitability and growth of the organization. Leslie is a graduate of The Ohio State University with a B.A. in Fine Arts.

Regenald J. Flake is CMO at 32nd St. Media. He has over 32 years in the broadcast television business. He has worked as a producer, writer, and technical operator for major broadcast networks, Fortune 500 Corporations, and the Minnesota Timberwolves of the NBA. His executive producer experience includes a 23 fishing show series that aired on the Outdoor Channel. Regenald graduated from the University of Wisconsin-River Falls with a B.S. in Journalism.

CORPORATE PROFILE

CEO and President: Leslie L. Becker
CMO: Regenald J. Flake
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NAICS

511210 Applications software, computer packaged
541613 Marketing and Consulting Services
541910 Marketing Research and Public Polling
611430 Professional and Management Development Training

PCS

Q201 Medical – General Health Care
AN41 R&D – Medical Health services (Basic Research)
6505 Medical, Dental, and Veterinary Equipment and Supply
R422 Support- Profession Market Research/Opinion
R408 Support – Professional Program Management Support

CERTIFICATIONS

Minority Business Enterprise (MBE)
Minority/Female Business Enterprise (MFBE)
Disadvantaged Business Enterprise (DBE)
Women Owned Small Business (WOSB)

RECOGNITION

Featured in TAG's 2020 State of Georgia Ecosystem Digital Health Report.

"Vendor on the Rise" at University System of Georgia Procurement Expo 2015

References

Available upon request