



CAPABILITY STATEMENT

Digital Marketing, Transformation & Applied AI Consulting · Portland, Oregon

CORE COMPETENCIES

Bottom Line Strategy Group delivers the digital work that falls between marketing and engineering — strategy through production: digital and marketing strategy; advertising and media buying; public relations and strategic communications; website design and development; CRM, email, and marketing-automation architecture; data analytics and business intelligence; responsible AI strategy and implementation; and hands-on digital and AI training for client teams.

DIFFERENTIATORS

- **Enterprise-grade, small-firm direct.** The principal who scopes the work performs it — 20+ years leading web, MarTech, and data programs, including a 75–100 person global organization at Novartis.
- **Regulated-environment fluency.** GDPR, HIPAA, CCPA, and pharmaceutical constraints — governance, compliance, and accessibility built in from day one.
- **AI in production, not in theory.** Shipped AI products and delivered AI strategy with human-review guardrails appropriate for public-sector use.
- **Measurement discipline.** Every engagement instrumented: analytics, attribution, and plain-language reporting teams can defend.

PAST PERFORMANCE HIGHLIGHTS

- **Novartis (global):** Consolidated 900+ websites across 90 countries into one governed platform — operating costs down 52%, compliance strengthened across four regulatory regimes.
- **Nexstar Media / BestReviews:** Grew network-wide organic traffic 28% in 9 months across 150+ sites; turned a dormant 500K-contact database into a seven-figure email revenue stream.
- **Bill & Melinda Gates Foundation:** CRM, marketing automation, and analytics for a 10M-contact education initiative — unified profiles, personas, and personalized campaigns.
- **Nashville CARES:** Multi-channel marketing for one of Tennessee's largest HIV/AIDS service organizations — web, SEO, email, CRM, events, and PR connecting patients to care.

COMPANY DATA

Legal name	Bottom Line Strategy Group, LLC	Founded	2017 · Oregon LLC
EIN	82-3840362	OR Registry #	1373283-99
Structure	Member-managed LLC	Coverage	Portland metro · Oregon · remote
Certifications	COBID OSBE & ESB — applications in progress (2026)	NAICS (primary)	541613

NAICS 541613 · 541810 · 541830 · 541820 · 541511 · 541512 · 541611 · 541618 · 541910 · 611430

NIGP 91876 · 91501 · 91571 · 91503 · 92040 · 91875 · 96160 · 92435

William Flaiz, Principal · william@bottomlinestrategygroup.com · 215-680-7417 · bottomlinestrategygroup.com