

Capability Statement

Legal Entity

Mishaal Murawala & Family LLC, DBA Ascend GTM

SAM.gov UEI / CAGE

Y97LC7HAVE59 / 244D6

Business Size

Small Business (self-certified)

NAICS

541611 (Administrative Management and General Management Consulting Services) — primary, currently registered. Additional marketing/advertising/PR NAICS in process.

Location

Dallas, TX

Core Competencies

- Marketing strategy, brand positioning, and campaign execution
- Digital communications and public-facing content
- Demand generation and pipeline/attribution instrumentation
- Paid media planning and management
- Web properties and digital infrastructure
- Analytics, reporting, and measurement systems

Why a First-Time Contractor Is a Low-Risk One

No CPARS record does not mean no track record. Fifteen years leading marketing functions inside institutionally-backed companies, the same operating discipline a past-performance record is meant to verify: hit the schedule, control the cost, own the outcome.

Past Performance (Commercial)

TCP Software / TimeClock Plus — VP Marketing, 2019–2021.

Providence Equity-backed. \$60M pipeline built. 10,000+ enterprise customers including a substantial municipal, K-12, and public-safety base.

Tektronix — Global Digital Demand Gen Manager, 2014–2018.

Fortive subsidiary. \$4M budget across 40+ countries. Customer base weighted toward defense, government labs, and public research institutions.

MacroFab — VP Marketing, 2021–2025.

Grew ARR \$24M to \$53M.

Ascend GTM — Founder & Fractional CMO, 2025–present.

Current clients: Kahuna Workforce Solutions, Point Field Partners. Prior: Ostro Health (acquired by Veeva Systems).

AI and Data Handling Policy

Commercial AI tools are used to increase execution speed, not to replace judgment. All AI-assisted output receives human review before delivery. No client or government data is used to train third-party models. Tools in active use are U.S.-hosted. This policy predates any requirement to hold it, ahead of, not in reaction to, emerging federal guidance in this area.

Operating Posture

Solo operator. All work performed personally, in the United States, with no subcontracted or offshore labor. Safeguards any system that would touch federal information consistent with FAR 52.204-21, access control, encrypted transmission, no data retained beyond the engagement.