



Proposal Management in an Increasingly Automated World

**Steve Skeldon, Gillian Dionne,
William Rogers, Beth Wingate**

March 22, 2018



Panelists



Steve Skeldon
Proposal Development Manager, Vencore

Steve Skeldon is a proposal professional with 7+ years of experience as a manager and specialist across the Federal services industry. He has managed and supported bids for a large variety of customers across the Government, and his experiences have been shaped by technology's growing importance in proposal development.



Panelists



Gillian Dionne
Director, Business Development Information
Systems/Proposals, General Dynamics Information
Technology

Gillian currently manages business development information systems at General Dynamics IT. Previously, she instituted and managed a quick response proposal team at Anteon/GDIT from 2001 through 2014. Since joining APMP in 2001, she has presented at numerous national and regional APMP events and has served on the APMP International Board of Directors and the Florida Sunshine Chapter Board of Directors. Gillian is a Certified Knowledge Manager (CKM).



Panelists



William Rogers
Vice President and Chief Solution Architect,
R3 Business Solutions

William Rogers is Vice President and Chief Solution Architect for R3 Business Solutions. For 20 years, he has built software companies, markets, and products that help teams of people work better together. At R3, he is focused on bringing collaborative software solutions for proposal and contract management to Federal Government Contractors.



Panelists



Beth Wingate
President, Lohfeld Consulting Group

Beth Wingate, aka AppMaven, CF APMP Fellow. President, Lohfeld Consulting Group. Beth has over 25 years' proposal development, management, training, and communications/social media experience, managing proposal centers for Lockheed Martin and MSD. Beth has spent her career finding ways to use technology to enhance teams' processes and customer deliverables. She's written and edited six books on capture and proposal management. APMP 2014 Past CEO, 2013 CEO, 2012 COO. APMP-NCA 2009-2010 President. APMP 2018-2019 Board of Directors.



Moderator



Kevin Switaj
President and CEO, BZ Opportunity Management

Kevin Switaj is president and CEO of BZ Opportunity Management, a consulting firm providing high-quality bid management, process development and implementation, and training support. He leads a wide range of bids, and has successfully developed and implemented processes for numerous companies. A multiple-award winning writer, he serves on the APMP National Capital Area Board of Directors. A proposal professional for a decade, he has degrees from Rutgers University, Villanova University, and Indiana University.



Questions?



Questions from Discussion

1. To what extent can proposal development (managers, coordinators, desktop publishers, editors, graphic artists, etc.) truly be computer automated?
 - a. What should we expect software to do for us that we can't do on our own?
2. How does automation differ for work on a single proposal vs. managing work for a portfolio of proposals?
3. Does reliable automation inherently improve the quality/efficiency of business products and processes? The answer is presumed to be yes often, but is automation actually a benefit? Why or why not?
4. Does cost of upkeep of the required input systems (knowledge databases, etc.) outweigh the potential positive benefits of automating business processes?
5. Can you provide some real-life examples of how proposal teams have benefited by automating their work?
6. What is the current state of proposal development tools today for the average organization? What is the next step for most organizations, say over the next year or two? Where do you see most proposal development shops in 10 years?
7. How can current roles shift and what needs to happen to accommodate/adapt to increasing automation within the proposal management field?
 - a. How can we best train our teams and ourselves to integrate into automation?
8. Do you think automated tools can ever completely “take over” complex proposal development – negating human involvement? Why?
 - a. What would it take on the government's side and the commercial side to enable that to happen?
9. Wrap-up question: What final thoughts do you have about the use of automation in proposal development?