



## FOR IMMEDIATE RELEASE

### Contact:

Heather Sabharwal

(202) 349-7016

hsabharwal@kglobal.com

### **NSI Expands Florida Operation with Appointment of Sales and Procurement Expert Traci Small**

*Former Gartner Inc. executive strengthens Tallahassee presence*

**Washington, D.C., Nov. 4, 2011** – National Strategies LLC (NSI) today announced that Traci Small has joined as managing partner of NSI's Florida operation.

Small brings more than 20 years of business experience in the commercial and public arenas with an emphasis in the information technology industry. Small has extensive expertise and tenure in developing go-to market strategies as well as sales and procurement campaigns in the state of Florida. As the former vice president of operations of strategic accounts for Gartner, Inc., an information technology research and advisory firm, she was instrumental in building the vision of the strategic accounts channel, running operations, developing and implementing business development programs and executing sales learning and development to drive business within the government, commercial, high tech and telecomm verticals.

"Traci brings tremendous expertise, a track record of success and an in-depth understanding of the global business landscape, government markets sector as well as the IT industry. Her leadership will be instrumental to NSI's growth in Florida," stated Al Gordon, CEO of NSI. "Her experience and deep understanding of the business of government and more specifically, the strategy, planning and execution required for companies to succeed not only in Florida, but nationally, will prove vital to delivering the best counsel to our clients."

Small graduated from Florida State University with a bachelor's degree in psychology. In addition, she holds certifications in expert facilitation, curriculum development, strategic selling and prospecting methodologies.

“With Traci, NSI is going right to the roots of our core business of providing clients with consulting, coaching and strategic advice to assist them in entering the government market or improving their performance in the government marketplace” said Gordon. “Her entrepreneurial spirit, long-standing relationships with key officials in Florida, ability to identify and create opportunities, solve problems and implement more efficient ways of doing business will be a tremendous value to our clients,” added Gordon.

###

#### **About NSI**

NSI, a division of the Interpoint Group, is a nationally-recognized consulting firm that provides companies with the strategy and insight to navigate complex procurement, legislative and regulatory processes of federal, state and local government. NSI's vast network of expertise and external relationships spans the country, and includes more than 2,000 bi-partisan consultants in every state capital, major city and county across the U.S. The leadership team carries unparalleled experience at the intersection of business strategy, market development, policy formation, legislation and regulation. Established in 1995, NSI has generated close to \$8 billion in new revenue and made substantial impact in passing or defeating significant legislative bills on behalf of its clients. For more information, visit [www.nationalstrategies.com](http://www.nationalstrategies.com).

#### **About Interpoint Group**

Interpoint Group provides the experience to impact each client's business, bottom line, brand and overall standing with stakeholders by serving as valued partners and advisors. The management company offers an integrated suite of services through two companies – NSI and k-global – that specialize in government market sales, government relations, strategic communications, public affairs and business consulting. Executing as partners, clients can leverage services across the Interpoint Group platform of companies or independently to achieve their strategic business objectives. Interpoint Group is headquartered in Washington, D.C. and has offices in Florida, New York, Georgia, Missouri, California and Brussels. Learn more at [www.interpointgroup.com](http://www.interpointgroup.com).