

## CARL K. SELFE | BIOGRAPHY

■ Carl K. Selfe is a Government proposal expert focused on major bids. He provides capture, proposal management, and proposal development services. In 2006, Mr. Selfe sold his company and The Proposal Center (TPC) in Orlando, Florida to a Kuwaiti-owned company. Administering their \$13 million in annual B&P, he oversaw peak workload of 27 simultaneous proposals on 3 continents. Managing TPC's 250 employees and consultants for the Kuwaiti-owned company, he won 43 large contracts (average of \$253 million). He led TPC until it closed in 2014.

With 35 years dedicated to advancing proposal architecture, Mr. Selfe developed unique proposal processes and training programs for the capture-to-transition cycle. He also has established a bid tracking system to support a global corporation's dispersed marketing resources. During his career he has helped companies:

- Win 10 bids in the \$1+ billion size range,
- Win 25 contracts of \$100+ million size range, and
- Win 101 total contracts (1978 to 2016).

### Key Bids Won

|   |                               |                            |
|---|-------------------------------|----------------------------|
| U.S. Army Logistics Civil Augmentation Program (LOGCAP) IV and Afghan South Task Order            | DynCorp/Agility/CH2M-HILL     | \$50 billion ceiling       |
| DOE Hanford Management & Operating (M&O)/Operations Consolidation                                 | Fluor                         | \$17 billion               |
| DOE Idaho National Engineering Laboratory M&O   | Lockheed                      | \$10 billion               |
| DOS Diplomatic Security High Threat Protection Division Worldwide Protective Services             | Torres International, LLC     | \$10 billion ceiling       |
| DOE Nevada Test Site M&O (won twice, 1995 and 2005)   | Bechtel<br>Northrop Grumman   | \$5 billion<br>\$5 billion |
| DOE Office of Civilian Radioactive Waste Management (OCRWM)-Yucca Mountain                        | TRW                           | \$3.5 billion              |
| DOE Naval Petroleum Reserves 1&2 M&O (Elk Hills)  | Bechtel                       | \$1.7 billion              |
| DOE Strategic Petroleum Reserve M&O   | DynMcDermott                  | \$1.4 billion              |
| USTRANSCOM Global Privately Owned Vehicle (POV) Contract III                                      | International Auto Processing | \$1 billion                |
| DOE Los Alamos Support Services   | Johnson Controls              | \$840 million              |
| U.S. Army O&M and Defense of Army Communications in Southwest Asia and Central Asia (OMDAC-SWACA) | ITT Mission Systems           | \$783 million              |
| DOE Naval Petroleum Reserves in Colorado, Utah, and Wyoming M&O (Teapot Dome)                     | John Brown E&C                | \$630 million              |
| DLA Industrial Product Support Prime Vendor (IPV) (Tobyhanna and Letterkenny Army Depots)         | Agility/Herndon Products      | \$500 million              |
| U.S. Army Corps of Engineers Automation Project   | Control Data                  | \$485 million              |
| U.S. Navy West Sound BOSS (SUBASE Bangor)   | EJBFS, LLC                    | \$475 million              |
| U.S. Navy Atlantic Underwater T&E Ctr. (AUTECH)   | Pan Am-CSC                    | \$400 million              |
| USAFE Spain Base Maintenance Contract   | AFS, LLC                      | \$130 million              |
| U.S. Army POV Storage (3 of 3 bids won: East, West, and Hawaii Regions)                           | Agility                       | \$125 million              |

Earlier, Mr. Selfe was Director of Business Development for Pan Am World Services, Inc. at Cape Canaveral, Florida. There, he initiated and closed a \$20 million sole source contract in Abu Dhabi, UAE to receive, store, issue, and retrograde U.S. Army Aviation War Reserves for Operation Desert Shield/Storm. He also led Pan Am's AUTECH bid, winning the \$400 million contract award. Mr. Selfe began Government services in 1977 with Bell Helicopter in Tehran, Iran.

*A Math major and English minor, Mr. Selfe attended college in Alabama and Louisiana. He resides in Orlando, Florida, with his wife, Beth, and daughter, Anna.*



## Carl K. Selfe

Proposal Resource

### CAREER HIGHLIGHTS

- Helped win 101 contracts worth \$116 billion (backlog of \$56 billion, \$60 billion in ceilings)
- Architect of a highly structured, day-sequenced proposal process, i.e., Kickoff is Day 5, Pink Team is Day 23, Red Team is Day 34, etc.
- Pioneered in 1999 the use of a Compliance Outline™ and in 2003 the ConOps™, an advanced graphic using 3-D models in isometric schematics to depict the approach
- First to market in 2007 with authors using Adobe InCopy® to integrate directly and efficiently with Adobe InDesign® master files
- 35 years in advancing proposal architecture for DOD, nuclear, and high technology sectors

### CONTACT

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