WE SOLVE BIG PROBLEMS. FEARLESSLY.
Atrómitos, LLC is an SBA-certified woman-owned business and woman-owned small business committed to helping our partners (client organizations) do big things and achieve their full potential. Combined, we have decades of experience at the top levels of government, with dynamic nonprofit organizations, and in the private sector. A North Carolina Limited Liability Company, we’re headquartered in Wilmington, North Carolina and have teams in North Carolina, Washington, D.C., Virginia, Connecticut, and Indiana with reach and relationships across the country and the world.

FIRST IMPRESSIONS ARE EVERYTHING.
The satisfaction of our partners is a top priority that runs parallel to reaching measurable goals on any given project. Our record-of-success in achieving unmatched partner satisfaction is rooted in our own guiding principles:

**BIG IDEAS**
A solution is no more effective than the ideas on which it is built. We think strategically, informed by a propensity toward creativity and a breadth of world-class knowledge and experience to ensure our solutions to challenges are innovative, fresh, and lasting.

**AUTHENTICITY**
Someone once told us, above all else, "be fearlessly authentic." It is this small piece of wisdom that sets Atrómitos apart. We believe that our energy and love of what we do makes the difference to our partners and to their success. And, we bring this authenticity to every engagement.

**INSIGHT**
In all our work with our partners, we depend on our capacity and desire to gain an accurate and deep intuitive understanding of you, your staff, and your organization to deliver on our promises and goals. That means knowing where you've been, where you are today, and where you're going. It means understanding your vision, mission, and driving principles. It's a part of the work we don't take lightly. If we don't know you, we can't help you.

**DRIVE**
Have you ever met one of those people who just wouldn't give up? Even when the going gets tough, Atrómitos thrives on its desire to do better and be bold, with an unwavering commitment to getting the job done no matter what the circumstances. If it's hard, we'll work that much harder. And we never give up.

**PEOPLE**
We saved the best for last. An organization's success depends on its people. Building relationships with your team is at the center of all that we do. Understanding often complicated team dynamics and getting to know every person's strengths is a critical part of any project, and it's the foundation upon which our success is built. We believe in the power of people to change the world and the way that the world does business.
WE DO BIG THINGS.

Business and Nonprofit Strategy & Innovation
Policy & Research
Fundraising & Development
Brand, Design, Communications, & Digital Strategy
Fundraising & Development
Every organization aims for one important goal: to stay relevant in the face of a quickly evolving economy and business landscape. Whether an existing or new business or nonprofit, having an intentional plan is critical to success. Atrómitos works with its partners to develop a sophisticated business plan that will guide the business decisions of the organization. We also work with partners to identify the right corporate structure or partnership arrangements that will assure long-term growth and success. Through our comprehensive strategic planning we work with partners to chart a course for their future that will stand the test of time. Underlying all of our work is a foundation of stakeholder engagement that is vital to assuring your charting a path forward that your key stakeholders agree with, and change management to help you, your teams, and your external stakeholders transition successfully through the change process. Through our meeting planning, facilitation, and synthesis support we assure you have the most effective meetings possible.
Business Planning & Structure
Strategic Planning
Change Management
Proposal Development
Stakeholder Engagement
Meeting Planning & Facilitation
Every day, organizations big and small are making complex decisions involving regulated industries that operate at the meeting point of legislative, political, regulatory, and commercial factors. Public policy is complicated. But it doesn’t have to be. Atrómitos can make it understandable and actionable. Whether our partners are seeking to ensure operational and programmatic compliance with regulations, maximizing program effectiveness, developing or expanding upon a program, or attempting to influence regulatory change, Atrómitos has the government experience to deliver success. Through in-depth analysis of relevant regulation and policy and other market factors, we identify the risks and opportunities that will inform the development of strategic regulatory planning activities and policy reform initiatives. Our analyses are presented and supported through the development of policy briefs and white papers that can be leveraged with policy makers through public comments and stakeholder engagement activities to affect policy change. We evaluate regulatory, administrative and programmatic operations, including policies and procedures to determine whether an organization is most effectively meeting the mission and goals of the government program. We identify strengths and weaknesses and opportunities and threats to tell you exactly how you can improve program performance.
Legislative & Regulatory Analysis
Market & Needs Assessment
Strategic Regulatory Planning & Reform
Policy Brief & Whitepaper Development
Program Evaluation
Internal Policies and Procedures Development & Compliance
We identify funding opportunities and write all types of grant proposals, including federal, state, county, city, private foundation and corporate giving. We also provide in-depth research on funding opportunities, as well as offer technical editing services for your proposals to ensure your best chance at the dollars you need to move your organization forward. We can also become an integrated part of your development and programmatic teams, working to track program milestones and report back to funders on progress to goals. Finally, we know exactly what it takes to build, implement, and grow an individual, or small dollar, digital fundraising programs across email, advertising, and SMS (text message) platforms.
Grant Tracking & Reporting
Fundraising Grant Identification
Proposal Development & Submission
Award Management Strategy
Capital Campaign Planning, Implementation & Management
Individual Donor Digital Fundraising Program Design & Implementation
Atrómitos understands the power of the spoken word and what it takes to deliver the kind of speech that drives action. We also are intimately familiar with the principles of modern inbound marketing, from social media and innovative websites to modern print design and everywhere in between. And you should see our case statements! With our team of experts, let us help you hone your message and deliver it in a way you never imagined.
Collateral Development & Design
Web Development & Design
Branding & Brand Management
Speechwriting
Digital Strategy
Social, Email, and SMS (Text) Program Development & Implementation

BRAND, DESIGN, COMMUNICATIONS & DIGITAL STRATEGY CAPABILITIES
Driven by a quote from Eleanor Roosevelt, “You must do the things you think you cannot do,” Michealle founded Atromitos to help partners do what they think they cannot. In her role as President, Michealle oversees strategy, planning, and policy work for its partners and the day-to-day operations of Atromitos. The words used most often to describe her are “She gets things done.”

Michealle takes years of law and policy experience and puts it to work for partners who are trying to succeed in an environment of constant change. Michealle fully understands the intricate process of bringing an organization through change and the need to balance competing forces to succeed. Michealle has honed her ability to think strategically and creatively in her prior roles and brings these skills to all of Atromitos’ partners.
As a lawyer and public health professional, Sarah’s unique perspective ensures that both compliance and the needs of populations being served are addressed in everything we do with our partners. In her role as Vice President of Operations, she guides Atròmitos’ business practices to provide our partners with best in class consultants and resources in the most efficient and effective manner.

As a former Medicaid policy director with over ten years of health policy experience, Sarah specializes in the intersection of Medicaid and population health. She has worked with states, providers, and associations to transform the publicly funded healthcare system to ensure that those who are underserved and underrepresented receive equitable care that meets their needs and that funding and resources are utilized in the most efficient manner.
An accomplished speechwriter and marketing professional, Sarah guides Atromitos' digital, marketing, and brand work. She brings her love of writing and design to every project for Atromitos' partners with an eye for design and strategy that sets organizations apart.

Sarah fell in love with speechwriting as a student at American University, studying under two former Clinton administration White House writers. In 2009, she became one of the youngest Chief Speechwriters in the U.S. Senate. Sarah's expertise in the nonprofit, public, and private sectors in communications, brand, and digital strategy is unmatched. Her creative work has appeared in national magazines, such as Parents and Better Homes and Gardens, and in nonprofit creative campaigns around the globe. She is also a talented digital fundraiser, raising more than $15 million online from small dollar donors. Her philosophy on life is simple (and inspired by Kid President): "Wake up every day trying to be just a little more awesome than the day before."
Kate McNulty has spent more than two decades in the government and nonprofits, working in a variety of areas including: immigration, behavioral health, affirmative action, healthcare compliance, government and private funding, fundraising, and organizational climate development. She has a strong background in gap analysis, supports system change activities, and is often called upon to examine current market for gaps in service areas. With her training in corporate healthcare compliance and healthcare research compliance, she is skilled in program auditing and in determining innovative healthcare program development opportunities with a particular focus on behavioral health program issue resolution.

Kate brings vast experience providing leadership and growth opportunities for clinical and education programs for diverse health care systems. Kate's experience with corporate healthcare compliance and healthcare research compliance heightens her ability to streamline internal policy and procedure and ensure commitment to ethical practices.

Kate McNulty, MA, CHC
Vice President of Research & Development
Sherry is a talented researcher, writer, and marketer with over 20 years' experience in the tourism industry, marketing a capital city for the Greater Hartford Tourism District. She currently manages philanthropy and community benefits for a number of healthcare nonprofits. She is well-versed in all aspects of donor relations, including engagement and stewardship, and is skilled at conducting community health needs assessments and community health improvement planning sessions.

Sherry also has superior negotiation skills, which she has strengthened as a member of her local board of education, where she served as Chair for seven years.

Sherry's specialties include research, event planning, donor relations, meeting management, grant writing, tracking community benefits, data entry and graphic design.
Brea Neri is a communications and marketing professional with experience driving all aspects of an organization's communications strategy and delivering creative and engaging solutions across brand identity, print, digital, and social media.

She's a people-centered creator with a focus on possibilities and a contagious enthusiasm for new ideas, people, and activities. She first found her passion for storytelling and design as a student at Juniata College. While there, she honed her skills as a communicator through intense, honors coursework and various on-campus activities, including working in the campus Marketing Department and serving as the Head Layout Editor for the student newspaper.

Brea's specialties include writing for print, web, and social media, graphic and web design, grammar and editing, digital and email marketing, branding, and content creation.
NOW THAT YOU KNOW US, WE'VE JUST GOT ONE QUESTION.
YOU READY?

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