

Sasha's Signature Services

Market Entry • Business Development

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CAPABILITIES STATEMENT

Sasha's Signature Services is an Entrepreneur Individual advisory activity that provides market development strategy for businesses, brands, and institutions. With over 18 years of professional experience across the public and private sectors, the advisor brings direct expertise in corporate operations, situational sales negotiation, product and service development lifecycle management, highly regulated multi-sector ecosystems, and national grassroots organizing. The activity excels at launching commercial initiatives and bringing operational frameworks to market. Every contract is executed directly by the advisor, ensuring continuity from business-case to outcome.

HIGHLIGHTS

Market Development

Applies a place-based methodology derived from field organizing for a national presidential campaign. Uses this highly-structured data-driven framework of decentralized grassroots mobilization and hyper-local partnership development with municipalities and civic leaders to conduct opportunity mapping, qualify pipelines, and execute high-impact convening strategies for earned audience acquisition.

International Business

Facilitated bilateral trade programming and delegation coordination, specializing in African and Gulf missions, engaged directly with commercial attachés and foreign ministers to advance investment attraction and foreign direct investment with national priorities.

OpCo & PropCo

Navigated complex federal compliance and commercial requirements within a PPP environment, driving mission critical multi-agency programs across U.S. cabinet-level departments. Commercially, managed corporate operations for a popular Southern California fast-casual chain during COVID-19, leading rapid regulatory compliance across three counties of company-owned real estate and executing a fourth-county expansion.

Pre-Procurement Structuring

Collaborated directly with Federal Contracting Officers during to streamline procurement lifecycles and sequence acquisition actions. Authored highly defensible sole-source and limited-competition justifications that aligned budgets, program stakeholders, internal contracting requirements, and mitigated processing delays to accelerate award and program execution.

PAST PERFORMANCE

Private Sector



Public Sector



Diplomacy & Multilateral



CORE COMPETENCIES

- B2B Commerce
- Venture Architecture
- Technical Data Management
- Trade & Investment Attraction
- Organizational Strategic Planning
- Cross-Border & Go-To-Market Strategy
- Event Marketing & Convening Strategy
- Multi-Stakeholder & Public-Private Alignment

EXPERIENCE

- Co-Founder, [Stirring up Hospitality](#).
- Founding Principal, [Tailored by Sasha Inc.](#).
- Sales Management, [International Trade Center](#)
- Catering Operations Management, [SSA Group](#)
- Corporate Operations, [Roscoe's Chicken & Waffles](#)
- Business Development, [Foodify](#).

CLASSIFICATIONS

SIREN: 105097448

SIRET: 10509744800010

INSEE: 06, Alpes-Maritimes

APE/NAF: 70.22Z Section M

COMPANY DATA

LEGAL NAME: Sasha's Signature Services

STRUCTURE: Entrepreneur individuel

DESIGNATION: Micro-Entrepreneur

OPERATING BASE: Provence-Alpes-Côte d'Azur