



COMPANY PROFILE

PIM Savvy, Inc. is a Seattle-based management consulting organization that specializes in community engagement, outreach to marginalized communities, and communications, helping the public sector launch important initiatives involving change, including the human side of change.

OUR CORE CAPABILITIES

Outreach & Engagement

- Bring Services or Information to People
- Meet People Where They Are At
- Advocate
- Community Collaboration

Change Management

- Communications Plans
- Change Impact Analysis
- Training Plans
- Training Development and Delivery

Communications

- Determine Best Methods and Channels
- Content Development
- Connect People
- Active Listening

Marketing Management

- Market Research
- Design Marketing Campaigns
- Manage Campaigns
- Evaluate Campaigns

CONTACT INFORMATION

April Matsui, President & CEO
Phone: (206) 565-2961
Email: gov@pimsavvy.com
Web: www.pimsavvy.com
Located in Seattle, WA

NAICS CODES

541611: Administrative Management and General Management Consulting Services
541618: Other Management Consulting Services
611430: Professional and Management Development Training
611710: Educational Support Services

LICENSES & REGISTRATIONS

UBI #: 604 125 346
UEI #: VAX4H5E17HN5
CAGE #: 843Y2
DUNS #: 081099303

CERTIFICATIONS

WA State: Woman-Owned Business Enterprise (WBE) #W2F0025694
WA State: Disadvantaged Business Enterprise (DBE) #D2F0025694
Federal: Women-Owned Small Business Certification (WOSB)
Project Management Professional (PMP) Number: 2244074
Prosci Certification

WASHINGTON STATE DEPARTMENT OF COMMERCE

2022 - 2023

Drove change, promoted and maximized awareness of the Working Families Tax Credit (WFTC) and the federal EITC, including the purpose, benefits, eligibility criteria, filing access, and how to claim the available credit(s) via PIM Savvy's or other free tax preparation assistance programs. Set up tables at community events, created and managed 75 application help events, developed 50+ YouTube videos in nine languages, designed print marketing materials, and ran social media campaigns with millions of impressions, likes and views. Customer service was provided by phone, text, email and in-person and utilized our dedicated call queue.

INTERNAL REVENUE SERVICE (IRS)

2022 - PRESENT

PIM Savvy launched and runs a year-round Volunteer Income Tax Assistance (VITA) program. PIM Savvy VITA, based in Renton, WA is an IRS-certified program where we offer FREE tax help for taxpayers who qualify. We also help taxpayers submit for stimulus checks they have not received. To date our total return count is 163 with a total refund amount of \$260,417. Drove outreach, efficiency, and organized/held over 75 in-person tax prep events during 2023.

WA STATE DEPARTMENT OF LABOR & INDUSTRIES

2021- 2023

Provide small business outreach and ongoing information and resources to employers throughout the state to educate on L&I-related information and compliance assistance. We provided a variety of outreach activities including phone calls, social media content development, and workshops.

KING COUNTY

2021-2023

Through coaching, assessments and team building activities, helped to drive a successful pilot for roll-out of program management and built a foundation for the next program cohorts. Designed collaborative exercises to help program teams share ideas and promote camaraderie. Responsible for planning and facilitating focus groups and lessons learned interviews. Provided organizational development expertise and project management professional services to keep deliverables on track.

WA STATE COMMUNITY & TECHNICAL COLLEGES

2020-2021

Planned and performed change impact analyses for the colleges' departments (Financial Aid, Student Accounts, Accounting etc.). Mapped out current state and future state maps for over 60 processes and provided training services. Assisted each college to prepare for launching ctCLink, a centralized system for faculty, staff and students to use for college business. Helped to define responsibilities and create a network of internal Change Champions to advocate for and promote the change from within.

SUMMARY OF OUR SERVICES

PIM Savvy specializes in community outreach, change management, communications and marketing management. We create engaging outreach strategies and content and then put it into action. We share messages various ways on social media, webinars, blog posts, newsletters, videos, print and digital ads and we are responsive. For all of our programs, we provide customer service by phone, text, email and in-person. We guide government organizations, help gain awareness in the communities we want to impact, and focus on getting important messages out about changes and new programs. Our team members are skilled in cross-cultural communications, and help the community determine eligibility, understand options and assistance enrolling in benefits and programs.

We are an agile and change-ready organization who builds change management and project management into all of our engagements. Our employees embrace change and have the knowledge and tools to drive successful projects.

As a certified woman-owned business enterprise (WBE and WOSB) and disadvantaged business enterprise (DBE), we are committed to diversity and inclusion.