



Kyle Ransom, President  
Hackett Lu Holdings, LLC – HLH Solutions

# PUBLIC RELATIONS AGENCIES CAPABILITIES STATEMENT



- Unique Entity ID: HRTVMJTJUDK6
- CAGE Code: 9TF60
- NAICS Code: 541820 - Public Relations Agencies
- Status: Registered Federal Government Contractor, SBA-Certified VOSB

**HACKETT LU HOLDINGS, LLC - HLH SOLUTIONS, A REGISTERED FEDERAL GOVERNMENT CONTRACTOR AND SBA-CERTIFIED VOSB, LEADS THE WAY IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS, PROVIDING UNMATCHED EXPERTISE AND INNOVATIVE SOLUTIONS TAILORED FOR THE PUBLIC SECTOR.**



## SBA-Certified VOSB & Veteran Leadership Seasoned Entrepreneur

### PAST PERFORMANCE/ RELEVANCE

- Strategic PR, Crisis Management and Leadership Expertise: HLH Solutions excels in the adept execution of public relations campaigns and cutting-edge crisis management strategies. By forming strategic alliances with leading technology companies such as **Apple, Google, Amazon,** and others, we've leveraged these platforms' extensive reach to drive engagement, enhance brand visibility, and achieve significant ROI for our clients. Our ability to navigate and mitigate crises with proactive communication plans further underscores our commitment to maintaining and elevating our clients' reputations in challenging times.

HHackett Lu Holdings, LLC - HLH Solutions specializes in crafting strategic communications and public relations solutions that stand out in both the public and private sectors. Our expertise lies in seamlessly blending innovative strategies with the latest digital trends to create compelling narratives and forge meaningful connections. With a robust track record in media relations, crisis management, and digital marketing, we pride ourselves on being a trusted partner for effective public engagement and achieving strategic communication objectives. HLH Solutions is where creativity meets strategy, ensuring our clients not only reach but resonate with their intended audiences

### ARTIFICIAL INTELLIGENCE & PUBLIC RELATIONS

**“At HLH Solutions, we're pioneering the integration of AI into public relations to revolutionize how we understand and engage with audiences. By leveraging AI's analytical power, we enhance our storytelling, target communications more effectively, and predict media trends, ensuring our clients stay ahead in a rapidly evolving digital landscape.”**

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Mr. Kyle Ransom, President, Direct: (404) 914-3143, [Kyle@HackettLu.com](mailto:Kyle@HackettLu.com)

### SKILLS

- Strategic Thinking
- Writing and Editing
- Media Relations
- Social Media Savvy
- Crisis Management
- Event Planning and Execution
- Research Skills
- Analytical Skills
- Persuasion and Negotiation
- Project Management
- Ethical Judgment
- Cultural Competence
- Networking
- Digital Marketing Integration
- Storytelling
- Listening
- Adaptability and Flexibility
- Attention to Detail

### DIFFERENTIATORS

#### SBA-Certified VOSB

- **U.S. Navy War Veteran Leadership**
- PR Industry Leadership and Expertise
- Proven Private Sector Success

### NAICS CODES

541511 (Custom Computer Programming Services), 541512 (Computer Systems Design Services), 541611 (Administrative Management and General Management Consulting Services), 541613 (Marketing Consulting Services), 541810 (Advertising Agencies), 541820 (Public Relations Agencies), and 721199 (All Other Traveler Accommodation)