

CAPABILITY STATEMENT

COMPANY OVERVIEW

Shuler Advisory Group is a founder-led boutique advisory firm helping organizations build the ownership capability required to govern, support, and continuously evolve enterprise platforms.

Through our **Enterprise Platform Ownership™** point of view, we help leaders establish the accountability, decision rights, governance, internal capability, and support structures required to move successfully from implementation to sustained business value.

We work **before, during, and after go-live**, complementing implementation partners, managed-service providers, and internal teams by addressing a critical question technology deployment alone cannot solve:

Is the organization prepared to own what comes next?

CORE COMPETENCIES

- Enterprise Platform Ownership™ Advisory
 - Ownership Readiness & Maturity Assessment
 - Governance & Decision Rights Design
 - Support & Sourcing Strategy
- Organizational Transformation & Operating Model Design
 - Program & Strategic Execution Advisory
 - Strategic Roadmap & Prioritization
 - AI, Data & Innovation Readiness

DIFFERENTIATORS

- 13+ Years Inside Workday** | Experience spanning enterprise platform quality, internal HRIS, product strategy, executive advisory, customer engagement, and enterprise transformation.
- Enterprise Platform Ownership™ Point of View** | A distinct advisory discipline focused on the organizational capabilities required to own enterprise technology before, during, and after go-live.
- The Insider's Strategy™** | A structured methodology **Calibrate → Harmonize → Architect → Realize** for assessing ownership, aligning leaders, designing the future-state model, and activating sustainable capability.
- Technical-to-Executive Perspective** | Combines hands-on enterprise technology experience with product strategy, organizational effectiveness, operating-model design, and executive advisory.
- Independent, Partner-Compatible Advisory** | Helps clients intentionally direct internal teams, implementation partners, and managed-service providers rather than becoming dependent on any single delivery model.
- Founder-Led Delivery** | Clients and teaming partners work directly with the founder throughout the engagement.

FOUNDER'S RELEVANT EXPERIENCE

- Enterprise Platform Strategy & Executive Advisory** | Advised enterprise leaders on platform strategy, governance, AI, operating models, roadmap priorities, organizational readiness, and technology investment decisions.
- Platform Deployment & Internal Ownership** | Experience across implementation, internal HRIS, testing, release readiness, functional validation, adoption, and ongoing platform evolution.
- Product Strategy & Innovation** | Defined enterprise product strategies and translated emerging capabilities, including AI, into practical business and workforce transformation opportunities.
- Public-Sector & Enterprise Experience** | Experience supporting municipal government and Fortune 500 environments across workforce strategy, enterprise technology, organizational effectiveness, and transformation.

COMPANY SNAPSHOT

Legal Name:
Shuler Advisory Group LLC

Business Structure:
Texas Limited Liability Company

Founder & Managing Director
Ashlee Shuler

Headquarter:
Katy, TX

Service Area:
Nationwide

Primary NAICS: 541611
– Admin & General Management Consulting

Secondary NAICS: 541612 (HR Consulting)
611430 (Prof. Training)

UEI: S17LENJSBKJ3
CAGE: 23LP5

SAM.gov:
Active

Certifications:
Certified WOSB - SBA
Certified MBE - NMSDC
Certified WBE - WBENC



PARTNERING APPROACH

SAG is a certified minority- and women-owned advisory firm partnering with prime contractors and technology providers on enterprise transformation, HR technology, governance, and organizational capability. We complement implementation and support services with expertise in decision rights, internal capability, and sustainable ownership.

WHY PARTNER WITH US

- Build ownership capability before, during, and after go-live
- Establish clear accountability and decision rights
- Strengthen governance and executive alignment
- Define sustainable support and sourcing models
- Build internal capability while intentionally directing external partners
- Create disciplined roadmaps for continuous innovation and AI
- Translate technology investment into sustained organizational value



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