

580 Strategies

Fast, Secure, Mission-Aligned Digital Transformation for Government



COMPANY OVERVIEW

580 Strategies is a Native and LGBT-owned small business led by former White House and U.S. Department of State leadership, specializing in digital transformation for the public sector. Our team brings elite expertise in cloud platforms, agile delivery, product management, and user-centered design—with a track record of rescuing and scaling high-impact IT programs across multiple agencies.

We're known for fixing what others couldn't: recovering failed digital projects, accelerating modernization timelines, and delivering value fast.

CORE COMPETENCIES

CLOUD & DEVSECOPS

- Turnkey Salesforce implementation including Experience, Sales, Marketing, and Serviceclouds.
- FedRAMP/FISMA architecture reviews, ATO preparation, and high-uptime delivery environments.
- SalesforceDX and AWS CI/CD pipelines including GitHub Actions, Terraform, and Jenkins.

AGILE & PRODUCT DELIVERY

- Agile transformation coaching for federal teams, including our custom *Agile Academy™* training.
- Full product lifecycle delivery including discovery, roadmapping, and agile ceremonies.
- Proven track record launching and sustaining Centers of Excellence (CoEs) across agencies.

DIGITAL RESCUE & TRANSFORMATION

- Rapid MVP delivery for failing/stalled programs—restoring credibility and functionality.
- Human-Centered Design (HCD) integration into federal platforms and 508 compliance for accessibility.
- Leading from the US Digital Service (USDS) playbook.
- Deep expertise in delivering challenging Public Sector Solutions

CERTIFICATIONS

Indian Small Business
Economic Enterprise (ISBEE)
SBA 8(a): In Review
Clearance Level: Top Secret

EIN: 82-1348679
SAM: [G1DHEEYKFJNJ7](#)
DUNS: 080679759
CAGE: 7XUG2
GSA MAS: [47QTCA25D00EX](#)

NAICS Codes:

- 541511
- 541512
- 541611
- 611430

CONTACT

Rusty D. Pickens
Founder & Principal
(580) 967-0993
info@580Strategies.com
[580.Digital](#)

1100 7th Street NE, Unit #3
Washington, DC 20002

