

Capabilities Statement

WORK MERK™

Company Snapshot

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Company Overview

WorkMerk is a consultative EdTech company that helps solve organizational challenges through a suite of services and applications that enable you to learn smart, work smart, and thrive. We use technology to make training more accessible and engaging, tailored to the 21st century learner. We reinforce learning with a mobile application that encourages knowledge retention and communication. The result is not only training management, it's a comprehensive learning solution.

Differentiators

A service-disabled veteran-owned small business (SDVOSB), co-founded by Army veterans John New and Patrick Murphy.

New joined KPMG after a distinguished career as an Infantry officer in the 1st CAV Division and a deployment to Bosnia. He went on to build and later sell a highly successful chain of corporate meeting and collaboration spaces.

Murphy began his career as a JAG Officer in the 82nd Airborne. A former West Point and University of Chicago professor Murphy was the first, Iraq war veteran elected to the U.S. Congress. He went on to serve as the 32nd Under Secretary of the Army.

Together, they are making organizations and their workforce measurably better.



Core Competencies

Training Solutions

- Learning Management System optimized for mobile devices
- Instructional design
- eLearning & content development
- In-person workshops/training
- Training management
- Course library

Mobile Applications

- Workflow optimization
- Streamlined communication
- Custom app development
- Data analytics & visualization

Consulting Services

- Veteran transition
- Workforce development
- Influence & activate partnerships



NAICS:

611430 511210, 541511, 541611, 541611,
561920, 611420, 611710, 541690

Past Performance



**HIRING OUR
HEROES**

U.S. CHAMBER OF COMMERCE
FOUNDATION

UNIVERSITY OF
SAN FRANCISCO

Houwzer



TRAVIS MANION
FOUNDATION



**The Veterans
Consortium**
PRO BONO PROGRAM™

HOME CARE & HOSPICE
Aurora

JBMP Group

LEGACY
TREATMENT SERVICES

**Northwell
Health®**