



DANIEL CHASE ADVISORY

Modernize. Engage. Grow.

PRINCIPAL

Yaslyn Daniels, MBA
Founder & Principal Consultant

COMPANY SNAPSHOT

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REGISTRATION & CODES

UEI: LDB8EBDRQ37
CAGE Code: In process
SAM.gov: Registered

NAICS CODES

- 611430 — Professional & Management Development Training
- 611710 — Educational Support Services
- 541611 — Admin & General Mgmt Consulting
- 541612 — Human Resources Consulting Services
- 541810 — Advertising Agencies
- 541910 — Marketing Research, Public Opinion Polling
- 512110 — Motion Picture & Video Production
- 541613 — Marketing Consulting Services
- 541430 — Graphic Design Services

SIC CODES

- 7311, 7812, 7371, 7373, 7379, 7336, 8299, 8732, 8742, 8748

UNSPSC CODES

- 82101500, 82141500, 82151500, 86132100, 80111504, 8112103, 81111500, 81162000, 80101506, 80101511

NIGP CODES

- 915-01, 915-03, 915-09, 915-22, 915-73, 918-24, 918-26, 918-76, 924-40, 924-41, 918-83, 918-66, 915-96, 920-40

CERTIFICATIONS — PENDING

NYS MWBE, NYC WBE

CORE MARKETS

- Federal agencies
- New York State agencies
- New York City & local municipalities
- Public authorities & school districts

CAPABILITY STATEMENT

Digital experience, workforce development, and organizational change for the public sector

ABOUT DANIEL CHASE ADVISORY

Daniel Chase Advisory is a New York-based consulting firm helping government agencies and public-sector organizations modernize digital services, build workforce capability, and manage organizational change. Combining enterprise-scale digital and marketing leadership experience with organizational and human capital expertise to bring private-sector rigor to public-sector missions.

Leadership brings 30+ years directing digital marketing, experience strategy, and consulting engagements for global enterprises and Fortune 500 organizations — including digital transformation programs, multi-million-dollar operating budgets, and cross-functional team management across North America, EMEA, and APJ — Enhanced by our organizational and human capital expertise spanning HR business partnering, future-of-work strategy, agile organizational design, and change coaching.

Founded on the values of integrity, stewardship, and service, we are committed to helping organizations navigate complexity, embrace innovation, and create lasting impact for the stakeholders and communities they serve.

CORE COMPETENCIES

DIGITAL EXPERIENCE & ACCESSIBILITY

Website design and application development, UX research and usability testing, Section 508 / WCAG accessibility audits and remediation, content management system implementation, digital service modernization.

LEARNING, CURRICULUM & WORKFORCE DEVELOPMENT

Curriculum and instructional design, eLearning development, instructor-led and blended training delivery, workforce development program design, LMS selection and administration, training needs assessment.

ORGANIZATIONAL EFFECTIVENESS & CHANGE

Organizational design and assessment, change management strategy and execution, business process improvement, stakeholder engagement and communications, workforce and succession planning, embedded program/project management.

ENABLEMENT SERVICES (INTEGRATED)

Brand & creative (identity, graphic design, video production); communications, PR & social media outreach; digital marketing, media planning & buying — integrated into every engagement so modernization is adopted, engagement is earned, and programs grow.

PAST PERFORMANCE

ALEX BUGNON · DCA-led | Brand identity development · website UX design · digital experience design · merchandising strategy · creative direction · e-commerce enablement.

HUDSON VALLEY SAME DAY NOTARY · DCA-led | Website UX design · functional design and layout · booking system design · customer self-service portal · administrative portal design · service delivery digitization.

SUGATOP MUSIC · DCA-led | Brand identity development · digital ecosystem design · marketing plan development · advertising campaign · public information / press releases.

U.S. DEPARTMENT OF DEFENSE / OSD · Principal-led prior engagement. | Policy support and documentation · stakeholder engagement and communications · enterprise IT program governance · net-centric training curriculum · cross-component alignment.

ADOBE · Principal-led prior engagement. | Digital strategy consulting · experience strategy · organizational design · change management advisory · sales and community outreach · Fortune 500 enterprise delivery.

WORKDAY · Principal-led prior engagement | Global multi-language website design and development · content management systems · digital marketing · workforce operations · buyer research and audience mapping · content strategy · sales enablement collateral · enterprise journey mapping.

Principal-led examples reflect key personnel experience prior to and alongside founding Daniel Chase Advisory and are not presented as DCA company contracts.

DIFFERENTIATORS

- 30+ years directing digital marketing, experience strategy, and consulting engagements for global organizations
- One accountable team spanning no hand-offs between disconnected vendors.
- Enterprise-grade leadership experience directing large-scale digital transformation and change programs, focused on public-sector missions and constraints.
- Outcome-first delivery: every engagement is scoped around measurable change for constituents, staff, or compliance posture — not deliverable checklists.
- Built-in accessibility and compliance discipline (Section 508 / WCAG) rather than treated as an afterthought.