

ICF Public Sector Marketing and Growth Strategy

ICF International

VALUE / SCOPE

Federal sector expansion

SITUATION

When I joined ICF as GM for Cyber and Public Sector Growth, the brand was well-known for consulting and analytics but not recognized as a leader in cybersecurity. We needed credibility with federal IT, cyber, and mission-assurance leaders to grow pipeline, attract talent, and win large captures. At the time, ICF lacked industry visibility—no major presence at conferences, limited thought leadership, and minimal recognition in the national cyber community.

TASK

My mandate was to elevate ICF's brand as a cybersecurity and resilience leader, expand national visibility, and build trust with federal CIOs, CISOs, and mission executives. This included developing market influence, strengthening thought leadership, inspiring client confidence, and demonstrating that ICF could compete at the same level as Booz Allen, SAIC, Leidos, and Accenture.

ACTION

I executed a multi-faceted national marketing and engagement strategy. Key steps:

1. Launched Annual ICF Cyber Symposium

I designed and led ICF's flagship yearly symposium at corporate HQ—an all-day event bringing together senior government cyber leaders from DHS, DoD, DOE, State, and the IC alongside industry experts. Topics focused on national infrastructure protection, resilience engineering, Zero Trust evolution, and cyber workforce readiness. Attendance grew from 150 to over 400 participants annually.

2. Became Cyber Chair at Executive Mosaic

I accepted the role of Cyber Chair for Executive Mosaic, giving ICF direct influence within one of the most senior federal industry networks. This allowed me to:

- engage execs across DoD/DHS/Civilian agencies
- form deeper relationships with industry CEOs and EVPs
- shape panel discussions and agendas
- raise ICF's visibility among decision makers

3. Published National Thought Leadership

I authored multiple major cyber articles, including in NextGov:

- "5 Steps to Critical Infrastructure Collaboration"
- "Mission Assurance for Federal Agencies"

ExecutiveBiz and WashingtonExec also published interviews highlighting ICF's cyber strategy. This culminated in being named one of WashingtonExec's Top 25 Cyber Executives to Watch.

4. Built Conference & Alliance Presence

I expanded ICF's presence at:

- RSA
- Billington Cybersecurity Summit
- GovCyber Summit
- Industry Day panels
- AFCEA, INSA, and ACT-IAC events

I also strengthened ICF's partnerships with AWS, Microsoft, Booz Allen, GDIT, CGI, and Verizon to widen opportunity flow.

RESULT

ICF's brand visibility in the federal cybersecurity space increased dramatically over 18 months. Pipeline expanded by hundreds of millions in influenced and sourced opportunities. ICF became a recognized voice in national cyber resilience, strengthening our competitiveness in pursuits with DHS, DOE, USAF, and Army. Talent attraction improved as top engineers and program managers sought out ICF based on its strengthened reputation.

LEADERSHIP PRINCIPLES DEMONSTRATED

- Think Big — transformed ICF from a quiet consultancy into a visible national cyber player.
- Earn Trust — built credibility with government executives through thought leadership and engagement.
- Influence Without Authority (Amazon-specific nuance) — leveraged networks to elevate the brand without structural power.
- Deliver Results — measurable increases in pipeline and industry presence.

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