



MICHELLE

M cGOVERN STEWART

MARKETING & BRAND VOICE LEADER

PROOF SHEET

2020 – 2025

Proposal Performance

Ruhnau Clarke Architects: volume up, success rate steady, no added staff

AT A GLANCE

63 → 161

Proposals decided a year

2020 to 2025

76%

Overall success rate

526 of 694 decided

29 → 74

Formal proposals a year

Led by marketing, no added staff

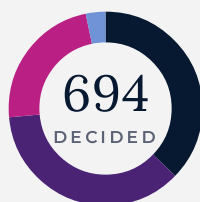
\$1.1B+

Project cost on wins

Where a value was recorded

PIPELINE SOURCES

Where the work came from



Direct invitations	37%
Client relationships	36%
Lead reports	23%
Teaming invitations	4%

Relationships and direct invitations succeeded about 85% of the time. Lead reports succeeded 52%.

MARKET REACH

Beyond K-12

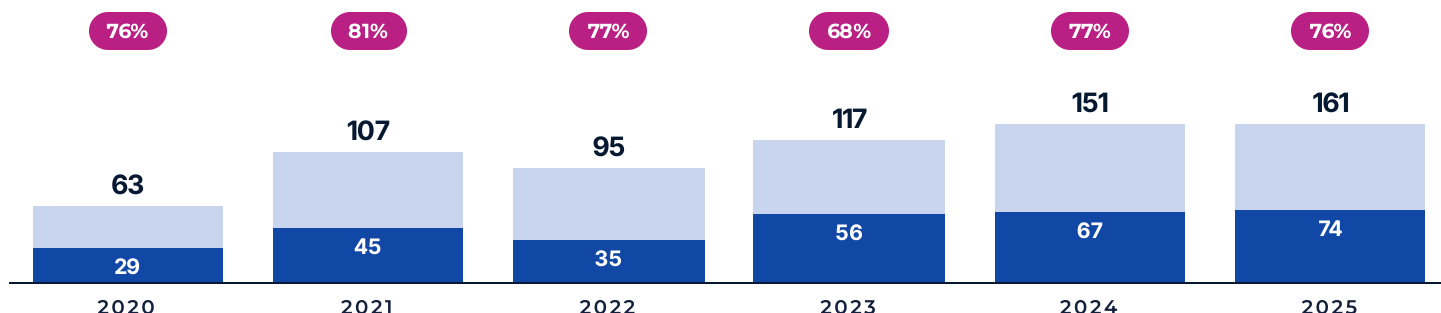
Municipal	53	55% won
Higher ed	49	49% won
Medical	17	65% won
Commercial	13	77% won

Proposals decided outside K-12 since 2020. K-12 made up 562 and succeeded 80% of the time.

GROWTH OVER TIME

Volume and success rate by year

Formal, led by marketing Letter, led by principals Overall success rate



THE METHOD

01 Assess

Assessed the growth stage and marketing function, then worked through the findings with leadership.

02 Aim

Aimed effort at market position, a client-centered voice, and the proposal practice.

03 Speak

Modeled a client-centered voice in every effort and built a library of winning language.

04 Prove

Led formal proposals, vetting, go/no-go decisions, and coaching on the same staff.

The same method, earlier: a credit union's limiting name became its hook, and a community bank's ad budget became a small-business outreach.

How these are counted. Success is letter proposals won, plus formal proposals won outright or advanced to interview, counted once decided; undecided proposals are excluded.

Principals led letter proposals, supported by a CRM introduced in 2020. Project cost is as recorded in the CRM for about half of wins, so it is a minimum and not a fee figure. Source: firm CRM records. 2026 is a partial year and is not shown.