



PERFORMANCE IMPROVEMENT CONSULTING & LEARNING SOLUTIONS

COMPANY OVERVIEW

Meridian Associates strengthens workforce performance and operations across organizations by strategically aligning people, processes, learning, and technology.

Naomi Lee, Founder & Principal, draws on more than twenty years of diverse professional experience leading complex initiatives across public, private, and nonprofit organizations.

CORE COMPETENCIES

- Performance assessment
- Process & operational improvement
- Strategic planning & change management
- Training design & delivery
- AI & technology enablement
- Digital accessibility & compliance
- Multilingual communication
- Program evaluation

DIFFERENTIATORS

- Root-cause analysis before solution design
- Principal-led strategy through implementation
- Integrated organizational, learning & technology expertise
- Scalable network of specialized experts

COMPANY DATA

UEI: D3TEWDEN46U7

CAGE: 15J15

Business Size: Small Business

SBA Designations Pending: WOSB | EDWOSB
| HUBZone

SELECTED EXPERIENCE

Utah Department of Health and Human Services

Designed accessible, multilingual workforce training for statewide programs. Translated complex state requirements into practical learning that supports compliance, consistent performance, and reduced operational risk.

Granite State Natural Medicine

Designed patient education that improved followup care and compliance. Streamlined clinic workflows and delivered demonstrated ROI, including increased revenue.

Organizational and Strategic Consulting

Led fundraising, strategic planning, and organizational initiatives during an 18-year consulting career, including a capital campaign that funded the purchase and renovation of a historic building for use as a museum.

NAICS CODES

611430: Professional and Management Development Training (Primary)

541611: Administrative Management and General Management Consulting Services

541618: Other Management Consulting Services

541930: Translation and Interpretation Services

PSC CODES

R408: Program Management/Support

R410: Program Evaluation/Review/Development

R426: Communications

R499: Other Professional Support

R608: Translation and Interpreting

U004: Scientific/Management Training

U008: Training/Curriculum Development