CloudThinking LLC

Empowering People. Protecting Data. Transform Responsibly.

UEI: WZKPJ4SM9WG2
CAGE: 9Z6B4
Herndon, VA | Established 2022

Human-Centered Digital Transformation | Products + Services

Who We Are

CloudThinking LLC is a Virginia-based small business helping mission-driven organizations modernize services, connect data, and deliver better experiences through human-centered digital transformation. We blend strategy, design thinking, and cloud platforms (including Salesforce) to drive measurable outcomes while keeping data protection, privacy, and responsible AI at the center of delivery.

Differentiators

- **Human-centered + product-led delivery:** rapid sprints that turn clarity into usable solutions.
- **Salesforce-focused expertise:** Data Cloud and AgentForce strategies that unify data and enable intelligent automation.
- **Trust-first approach:** practical governance aligned to data protection, privacy, and responsible AI.
- **Responsive small business:** direct access to senior expertise; fast, flexible engagement models.

Representative Experience

- Built an executive data analytics dashboard that improved decision-making and supported client rate negotiations.
- Delivered cloud computing fundamentals training for adult learners through a nonprofit workforce program.
- Supported mission-driven teams with strategy roadmaps, stakeholder workshops, and implementation planning (details available upon request).
- Built Pickle Plan, CloudThinking's tournament director console for the pickleball community to streamline event operations.

Company Data

UEI:	WZKPJ4SM9WG2
CAGE:	9Z6B4
Address:	205 Van Buren St Ste 120, Herndon, VA 20170
Phone:	703-570-6553
Email:	peter@cloudthinking.net
Website:	cloudthinking.net
Year Established:	2022
SAM.gov:	Active (profile updated 06/17/2025)

Business Classifications

- Minority-Owned Business
- Self-Certified Small Disadvantaged Business
- Black American Owned
- For-Profit LLC

Core Competencies

Strategy & Modernization

- Digital transformation roadmaps and implementation planning
- Cloud migration and modernization (security, scalability, cost efficiency)
- Program KPIs, success metrics, and governance

Salesforce Data Cloud & AgentForce

- Data unification and activation for AI-ready insights
- Service automation and case experience improvements
- Responsible AI readiness and adoption support

Innovation, Analytics & Enablement

- Design thinking workshops and stakeholder alignment
- Interactive dashboards and analytics storytelling
- Training, change enablement, and sustained support

Product

- **Pickle Plan** – Tournament Director Console (first CloudThinking product).

NAICS Codes

- 541512 - Computer Systems Design Services (Primary)
- 518210 - Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services
- 541511 - Custom Computer Programming Services
- 541519 - Other Computer Related Services
- 541611 - Administrative Management and General Management Consulting Services
- 541690 - Other Scientific and Technical Consulting Services
- 611420 - Computer Training
- 611430 - Professional and Management Development Training
- 611710 - Educational Support Services