



PO Box 1281  
Rockville, MD 20849-1281  
301/421-4890  
<http://www.wbo-mc.com>

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## ***MEMBER PROFILE - MARCH 2004***

# **Libby Westphal**

Libby Westphal's business, LIW Consulting, specializes in business development and consulting services for small business government contractors. She offers customized business and marketing strategies to fit the changing needs of clients' businesses, specializing in "focused, pragmatic solutions for each client." Rejecting the concept of "one size fits all," Libby's work encompasses public relations, marketing and other related areas for small businesses offering services to the government.

Libby draws on her background in the military and also her management experience in a variety of companies from Fortune 500 to small and mid-sized corporations in a variety of high-tech, research and development, telecommunications, and government services industries. Libby's clients appreciate having access to a consultant who can advise them about the most appropriate ways to grow their businesses and Libby's experience makes it easy for her to provide these services. She says, "While business needs are similar, every business is individual."

Visit Libby's website, [www.liw-consulting.com](http://www.liw-consulting.com). It reflects what she does, with highlights of the types of recent work she has done for her clients, most of whom are in engineering-related firms providing software development services or engineering implementation for the government. Because she has been in the tech area for the past 15 years, Libby has become familiar with the language and problems of these businesses.

Libby likes the ability to work with a variety of customers and she loves seeing companies grow and change. Tracking one company's "corporate firsts," Libby points out that she has "revamped the client's website, prepared and managed their presence at their first trade show, helped them land three contract awards, and helped find the company's first CFO." All of this was extremely rewarding for her.

A WBO member since May of 2002, Libby enjoys the camaraderie of WBO and likes being around other women who have faced similar challenges. She is also appreciative of several new clients who have come to her through WBO contacts. Libby is currently Communications chair. When she is not working, Libby enjoys spending time at her new waterfront home in St. Mary's County and traveling with her husband on international business trips. Most recently, she has been to Korea, England and Thailand and finds the periodic change of pace "great fun."