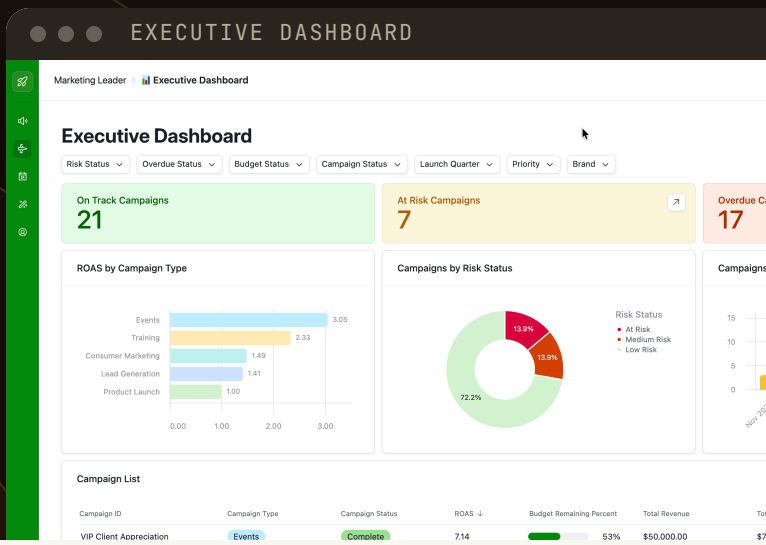
Park West Digital

// CAPABILITY STATEMENT · UPDATED OCT 2026

Your operation, *rebuilt.*

Custom Airtable systems and AI automation that replace spreadsheets and manual handoffs. Built on your data, documented, and handed over.

MBE CERTIFIED | AIRTABLE CERTIFIED PARTNER



80+
Systems built over five years

5.0
Rating across all client reviews

8–12 wks
Typical build, at a fixed price

What we *build*

// CORE COMPETENCIES

Database architecture
Custom Airtable systems on your own data

Automation & AI
Automation and AI in daily workflows

Security & governance
Access controls and PII protection

Training & handover
Training, documentation, knowledge transfer

Data migration
Off spreadsheets and legacy databases

Systems integration
CRM, marketing, and finance platforms

Reporting & dashboards
Role-based views for decision making

Ongoing support
Maintenance and updates after launch

How an engagement *works*

// FIXED SCOPE, FIXED PRICE

01
Consult
Free call, then a fixed price and timeline

02
Build
On your data, connected to your tools

03
Document
The system is written up and your staff trained

04
Hand over
Your team owns it, with support available

// SECTOR EXPERIENCE

Utilities | Education | Nonprofit & civic | Professional services | Consumer goods | Media

WIRED INTO THE TOOLS YOU ALREADY USE



// SENIOR DELIVERY

You work directly with *the architect.*

Mecca Parker, Founder & Principal Consultant. Carnegie Mellon engineer, former Accenture consultant. Fixed price and timeline on every engagement.

LINKEDIN linkedin.com/in/meccaparker →

Past *performance*

// SELECTED ENGAGEMENTS

KraftHeinz	→ Marketing command center, expanded across departments
National civic organization, 90 affiliates	→ Security assessment, architecture review, training
National member association, 31 institutions	→ Program and member engagement systems
National advocacy organization	→ Multi-entity fundraising and constituent data systems
Regional utilities conglomerate	→ Four departmental systems consolidated into one

CERTIFIED
Minority Business Enterprise
NMSDC · FL100001517 · exp 08/31/2027

PARTNER
Airtable Certified Services Partner
Rated 5.0 across nine reviews

REGISTERED VENDOR
MyFloridaMarketPlace · OpenGov
Government & public sector

LISTED
SupplierDiversity.com
Supplier diversity database

// COMPANY DATA

UEI MAL3MPGP5KN6 · CAGE 9LB27 · DUNS 128724995

NAICS 541618
Other Management Consulting (primary)
541511 · 541519

SIC 8742
Management Consulting Services
7371 · 7373 · 7379 · 8748

MCC 7392
Management, Consulting & PR
7372 · 7379

UNSPSC 80101507
IT Consultation Service
80000000 · 80100000 · 80101508 · 81110000 · 81111500 · 81111600 · 81111700 · 81112000 · 81112200

NIGP 91871
IT Consulting
92000 · 92024 · 92040 · 92045 · 92064 · 95800

DA01 IT & Telecom
Business Application Development Support (Labor)

// LET'S TALK

Start with a free *30-minute* consultation.

Bring the spreadsheet your team depends on. We'll scope its replacement.

Book a free consultation →

parkwestdigital.com/free-consultation

Mecca Parker
Founder & Principal Consultant
mecca@parkwestdigital.com

Dionne A. Parker
Director of Operations
dionne@parkwestdigital.com

o: 800-508-0312
Altamonte Springs, FL