Qbeel Consulting LLC

Strategic Communications & Crisis Readiness

Capability Statement

Virginia SWaM Certified #841156 | Small, Micro, Women-Owned, Minority-Owned | Vienna, VA

Overview

Qbeel Consulting LLC helps public agencies and businesses communicate clearly when the stakes are high. Our leadership comes from broadcast newsrooms, international development and university administration.

Core Competencies

- Executive & Crisis Communications. Media training, crisis plans, and communications during data breaches or other incidents.
- Brand Positioning & Public Affairs. Messaging and public-information campaigns.
- Digital Media Production. Video and social content.
- Grant & Proposal Strategy. Proposal writing and partnership communications.
- Organizational Change Management. Communication plans that keep staff informed through a reorganization or new system.

Corporate Experience

- Regional Hospitality Brand, Arlington, VA (Jul–Nov 2025). Prime engagement: digital marketing and social media management, including brand positioning.

Key Personnel Experience

- Madiha Waris, Founder & CEO. More than 20 years in strategic communications, leading global policy advocacy, stakeholder engagement, and international development initiatives (including World Bank-affiliated programs). M.A., Interactive Journalism, American University; M.B.A.
- Asad Ullah Khalid, Co-Founder & Chief Growth Officer. 20+ years in broadcast journalism, including with Voice of America. Produced documentaries and institutional videos for global media and nonprofits.
- Dr. Anne Cullen, Senior Advisor. Former Dean of Mass Media and Communication, the American University in the Emirates.
- Katrien Maes, Senior Advisor. Advisor to international businesses on US market entry and proposal development. Master's, Johns Hopkins SAIS.

Differentiators

- Supports prime contractors' Virginia SWaM subcontracting goals, with subcontract spend reporting.
- Crisis communications built to pair with cyber incident readiness.

Company Data

Legal Name
Qbeel Consulting LLC

UEI T5QTHYM7CK98
CAGE 12JL8
eVA Vendor ID SUP320552
Virginia SCC ID 11770200

HQ
2859 Sutton Oaks Ln,
Vienna, VA 22181-6148

Virginia SWaM
#841156: Small, Women-Owned, Minority-Owned (eff. 10/09/2026); Micro (eff. 11/13/2026); valid through 10/09/2031

NAICS

541820 Public Relations Agencies
541613 Marketing Consulting
541810 Advertising Agencies
512110 Video Production

NIGP

91501, 91522, 91826, 91876

Teaming Interests

eVA micro & small purchases; state agency & university communications; county & municipal opportunities

Contact

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