



FREEMAN

WELLNESS CONSULTING GROUP

PROACTIVE · PROTECT · PERFORM

Capability Statement

UEI Number: GKYXFWF47KQ1

Cage Code: 14WX2

Contact Information:

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Federal Certifications:

SBA 8(a) (In Progress)

Small Disadvantaged Bus
(In Progress)

Woman-Owned Small Business (WOSB)

Minority Business Enterprise
(In Progress)

HUBzone (In Progress)

Other Certifications:

Certified Health Coach (CHC)

Nutritionist

Licensed Massage Therapist (LMT)

NAICS Codes:

- 541612 – Human Resources & Executive Development
- 541690 – Other Scientific & Technical Consulting Services
- 611430 – Professional & Management Development Training
- 624190 – Other Individual & Family Services
- 923120 – Administration of Public Health Programs

Staffing

561320 Temporary Help Services

561330 Professional Employer
Organizations

561410 Document Preparation Services

561421 Telephone Answering Services

561110 Office Administrative Services

of All Other Misc Health Practitioners

Company Overview:

Freeman Wellness Consulting Group is a minority woman-owned consulting firm specializing in workforce wellness, resilience training, and metabolic risk factor management. Founded by Managing Principal Davanelle Freeman, our firm bridges corporate performance goals, government health priorities, and community wellness needs through evidence-based, culturally responsive, and performance-driven strategies. We partner with corporations, government agencies, and community organizations to address the risk factors that drain energy, increase burnout, and reduce productivity. Our proprietary Metabolic Persona™ framework provides a unique lens for identifying hidden stressors and performance risks while offering practical strategies that improve energy, focus, and organizational resilience.

Core Competence:

We focus on providing top-notch services to organizations in the following areas:

- **Risk Factor Assessments** – Identifying organizational wellness gaps and performance-draining risks.
- **Executive & Workforce Training** – Workshops on energy, resilience, and stress management.
- **Wellness Program Development** – Designing customized initiatives aligned with organizational and public health priorities.
- **Performance & Resilience Coaching** – Supporting leaders and teams with practical strategies for sustainable focus and decision-making.
- **Community Health Engagement** – Delivering culturally responsive wellness education and outreach.
- **Program Evaluation & Reporting** – Providing measurable outcomes, ROI tracking, and compliance with state and federal requirements.

Key Differentiators:

- **Proprietary Framework:** Developer of the Metabolic Persona™ model, uniquely linking wellness, resilience, and performance.
- **Minority Woman-Owned Small Business:** Contract-ready with diverse supplier certification pathways.
- **Cross-Sector Expertise:** Experience bridging corporate, government, and community wellness initiatives.
- **Evidence-Based & Data-Driven:** Focus on measurable results such as reduced absenteeism, improved focus, and workforce resilience.
- **Culturally Responsive Approach:** Wellness solutions tailored to diverse communities and populations.

Past Performances:

Emerging federal contractor with proven experience in workforce wellness, community health education, and culturally responsive consulting.

Ready to apply evidence-based, performance-driven methods to support federal and state prevention priorities.