

## Capability Narrative

Founded in 2005, BrandExtract is Clutch's #1 Houston brand consultancy (2021–2022), a two-time Inc. 5000 honoree, and recipient of 100+ industry awards. Clients include San Jacinto Museum & Battlefield, Marathon Petroleum, Houston Methodist, Stellar Bank, and Rice University.

With an in-house team of strategists, designers, and technologists, the firm delivers brand strategy, digital modernization, and integrated communications under one roof — eliminating subcontractor gaps and ensuring cohesive execution. Agency-of-record engagements average 5+ years, reflecting consistent delivery and trusted long-term partnerships.

**SAM active.** Positioned to support federal, state, and local agencies seeking a proven strategic communications and digital modernization partner.

## Core Competencies

- Brand Strategy and Brand Architecture Development
- Integrated Marketing Campaign Development
- Public Sector Communications Strategy
- Stakeholder Engagement and Messaging Frameworks
- Digital Experience Strategy (UX/UI)
- Website Design and Development
- Content Strategy and Digital Communications
- WCAG Accessibility Conformance
- Custom Web Application Development
- Graphic Design and Visual Identity Systems
- Data Processing and Digital Platform Integration

## Past Performance



### San Jacinto Museum & Battlefield (2002-present)

**Role:** Prime Contractor  
**Contract Value:** \$750,000 over the entire term  
For 20+ years, we designed, built, and managed multi-generation web platform for major Texas public heritage institution.



### S&B Engineers and Constructors (2022-present)

**Role:** Prime Contractor  
**Contract Value:** \$600,000/year  
Full rebrand for a national engineering and construction firm — identity system, go-to-market strategy, and website refresh.



### Stellar Bank (2022-present)

**Role:** Prime Contractor  
**Contract Value:** \$365,000  
Post-merger digital transformation for a financial institution — unified web presence, fintech integration, and WCAG-conformant UX.



### WillScot (2017-2024)

**Role:** Prime Contractor (Agency of Record)  
**Contract Value:** \$800,000/year  
Brand unification across 4 companies and 8+ acquisitions — investor messaging and award-winning digital platform.

## Government Point of Contact

Malcolm Wolter | COO | mwolter@brandextract.com | 713.942.7959

## Corporate Data

**DUNS:** 610395506  
**UEI:** GDJEHSQRVHW8  
**CAGE Code:** 110F0  
**Location:** 1500 Bingle Rd, Houston, TX 77055  
**Website:** [www.brandextract.com](http://www.brandextract.com)  
**Email 1:** [mwolter@brandextract.com](mailto:mwolter@brandextract.com)  
**Email 2:** [bbothe@brandextract.com](mailto:bbothe@brandextract.com)  
**Phone:** 713.942.7959

## NAICS and PSC Codes

- **541613 (Primary)** — Marketing Consulting Services
- **541810** — Advertising Agencies
- **541511** — Custom Computer Programming Services
- **541430** — Graphic Design Services
- **518210** — Computing Infrastructure Providers, Data Processing & Web Hosting
- **R701** — Advertising Support
- **R708** — Public Relations Support
- **D302** — IT Systems Development
- **D303** — Data Processing
- **D307** — IT Strategy & Architecture
- **9905** — Signs, Advertising Displays & Identification

## Differentiators

- **Fully Integrated In-House Team** — Strategy, creative, and technology capabilities delivered under one roof, eliminating subcontractor gaps and ensuring unified execution across every engagement.
- **5+ Year Average Client Tenure** — Agency-of-record engagements averaging more than five years demonstrate consistent delivery and long-term trusted partnerships.
- **Clutch-Ranked #1 Houston Brand Consultancy (2021–2022)** — Independent third-party verification of market leadership among Houston-area brand and marketing firms.
- **Two-Time Inc. 5000 Honoree** — Recognized among America's fastest-growing private companies, reflecting sustained revenue growth and scalable operations.
- **100+ Industry Awards** — Recognized by the Web Marketing Association, American Advertising Awards, and other independent bodies for creative and digital excellence.