



# CAPABILITY STATEMENT



Starfish Global, LLC  
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## Who We Are

Established in New Jersey in 2009, *Starfish Global, LLC* is a minority and woman-owned company committed to helping small business owners leverage technology and innovation for business growth.

Backed by over a decade of industry expertise, we excel in providing business management coaching and training, and developing customized software applications and systems that increase work-flow efficiency and lower costs.

From emerging startups to established enterprises, *Starfish Global* offers personalized strategies and solutions that align with your objectives and adapt to today's fast evolving digital landscape.

## Certifications

- NJ WBE/MBW/SBE
- NASBITE Certified Global Business Professional (CGBP)
- Google Certified AI Professional

## Memberships

- Statewide Hispanic Chamber of Commerce, NJ
- North American Small Business International Trade Educators (NASBITE)

## References

- Dr. Jairo Borja, VP Corporate & Entrepreneurial Programs | SHCCNJ (jborja@shccnj.org)
- Lilian Mauro, Regional Director | SBDC at TCNJ (lilian@sbdcnj.com)
- Erol Bowen, CFO | PYCO (ebowen@pyco.com)
- Valeria Aloe, MSU Feliciano Center for Entrepreneurship (valoem@msu.edu)

## Contact

Reina Valenzuela, CEO, MBA, CGBP  
Management Consultant (18+ Years)  
reina.valenzuela@starfishglobal.com

Oscar Moreno, CTO, MCS  
Software Development (40+ Years)  
oscar.moreno@starfishglobal.com

## Core Competencies

- Information Technology Consulting
- System Design & Implementation
- Growth Strategies, Marketing and Planning
- Business Coaching and Training

## Key Differentiators

- Executive Level Expertise
- Multicultural Project Experience in LatAm, Europe and India
- Bilingual – Spanish & English

## Past Performance

Statewide Hispanic Chamber of Commerce of New Jersey

- Design & Implementation of the Management System (CRM) for the Chamber's Training Programs (2010 – 2026)
- Development of Exportpreneurs Training Program (2024)
- Small Business Certifications Program (2024 – 2026)
- Design & Implementation of the Chamber's Learning Management System (2025 – 2026)

SBDC

- Design and Implementation of a Learning Management System (LMS) for Spanish-Speaking Entrepreneurs (2016)
- Consulting and Training for Small Business Development Center in Honduras (2019)
- Design and Implementation of an Artificial Intelligence Platform for business advisors at the College of New Jersey's SBDC

PYCO, LLC

- Design and Implementation of an eCommerce Portal for precision engineering products, serving 38 states and international customers.

## NAICS Codes

- 541512 – Computer Systems Designs
- 541613 – Marketing Consulting
- 611430 – Management Development & Training
- 541618 – Other Management Development Training

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