

UEIR4CWS816XJH3 **CAGE** 25D74 **DUNS** 14-440-8998 **NAICS** 541611, 541690, 541512, 518210 **Size** small business under all four

Encephalon Inc is a Florida corporation with two service lines: AI governance and AI strategy advisory, including AI governance harness build and deployment, and hands-on data engineering and business intelligence delivery. Both principals do both kinds of work, so a prime can place one small team across an AI governance scope and the data work it depends on. Page 2 sets out the principals' individual experience at prior employers.

CORE COMPETENCIES

AI governance and AI strategy advisory

- AI readiness assessment covering organizational, workforce, technology and data readiness.
- Delivered through Encephalon's Enterprise AI Governance Practice: AI governance frameworks, AI use policy and governance operating models aligned to NIST AI RMF, ISO/IEC 42001 and OMB M-25-21.
- AI use case identification, ROI and feasibility analysis, and prioritization on business impact against feasibility.
- Phased AI implementation roadmaps, AI vendor and platform evaluation, and executive and board briefings.
- A specialty: governance of AI-produced work, covering coding standards, document-generation standards and the controls that protect enterprise data.

Data engineering and business intelligence

- Enterprise data warehouse design and build with Kimball dimensional modeling, from business requirements and the bus matrix to physical models with documented naming standards.
- ETL and ELT pipelines and orchestration on Azure Data Factory, Azure Synapse Analytics, Azure SQL Database and Databricks (dbt for transformation), including migration of on-premises SQL Server estates to Azure.
- Power BI reporting, dashboards and semantic models, including a Power BI Copilot rollout with its cost-benefit analysis and capacity planning.
- Data governance: ownership and stewardship models, sensitive-data classification and tagging, metadata cataloging and lineage (OpenMetadata, Unity Catalog; Microsoft Purview evaluated), and master data management (Informatica MDM).

DIFFERENTIATORS

- Requirements before technology. Encephalon's Integrated Requirements Methodology adapts the Kimball Lifecycle to AI: stakeholders are interviewed about decisions and processes rather than AI tools, and each initiative's data dependency is visible before anything is funded. Published as the whitepaper The Governance Gap (encephalon.net/whitepaper).
- A ready advisory kit: stakeholder interview guides, scoring rubrics, assessment and roadmap templates, and the AI Use Case Matrix, which maps business processes against shared data.
- Governed, auditable AI-produced work. Enterprise Intelligence, the Enterprise AI Governance Tool, applies an organization's own standards to AI-assisted work, from code to long-form documents, and gives the team a queryable audit record of what was produced and how. It does not govern deployed models.
- AI adoption run from inside operating data teams. As Data Architect at Farm Credit Financial Partners, Paul Williams set the AI standards the data team and integration team worked under. As Enterprise Data Architect at Wheeler Fleet Solutions, Felix Asencio set the prompting standards for the company's first agentic AI coding rollout as its internal champion, advised its CIO on third-party AI governance and orchestration platforms, and deployed Power BI Copilot there.
- Regulated public-sector data. As Data Integration Architect at Vaya Health, a North Carolina public agency administering behavioral health Medicaid funds, Felix Asencio assessed data risk and delivered mitigation under HIPAA and state law.

COMPANY DATA

LEGAL NAME

Encephalon Inc

ENTITY

Florida corporation, Document No. P26000013841, incorporated March 11, 2026; 2 employees

ADDRESS

4200 5th Ave N
St Petersburg, FL 33713

SAM.GOV

Active, All Awards (September 28, 2026)

CERTIFICATIONS

Pinellas County, FL Small Business Enterprise (SBE), through 9/30/2029. No federal socio-economic certifications.

E-VERIFY

Enrolled

INSURANCE

General liability \$1M per occurrence, \$2M aggregate; professional liability \$1M; cyber \$250,000

POINTS OF CONTACT

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WEB

encephalon.net; 30-minute call with both principals at encephalon.net/book

RELEVANT EXPERIENCE OF THE PRINCIPALS

Every engagement below was performed by the named principal as an employee or contractor of the organization described, not by Encephalon Inc. Figures are that organization's, as reported by the principal.

Paul Williams Co-Founder & President, Encephalon Inc

Kimball University courses DW/BI Lifecycle in Depth, ETL Architecture in Depth and Dimensional Modeling in Depth, taught in person, each with a certificate of completion. Microsoft Certified: Azure Fundamentals, 2022. Prompt engineering and AI coursework, Accenture, 2023.

Farm Credit Financial Partners, Inc., Data Architect June 2024 to March 2026

A federally chartered service corporation of the Farm Credit System, examined by the Farm Credit Administration. Built an AI coding framework adopted by the organization's data team and integration team, setting the AI standards that let those teams use AI inside the organization's zero-trust environment without relaxing its security posture. On first deployment it removed the need to hire eight contract SQL developers for the next major project, and no SQL contractor has been hired since. Redesigned the data warehouse orchestration layer, fixing on-time loading and the visibility problems that were a major customer complaint, and corrected the warehouse architecture, which ran outdated SQL versions. Together these produced \$900,000 in combined annual savings across the corporation and the four associations it serves.

Accenture, Business and Integration Architect Manager March 2022 to February 2024

The IRONMAN Group, Data Architect December 2020 to March 2022

Received the new owners' \$1.2 million mandate for a cloud investment, with no problem specified. Ran a requirements process that found the largest problem was that the company could not accurately identify its customers, and selected Informatica master data management on that finding after a long vendor-selection process. Consolidated every registration system, resolving approximately 16 million source records to approximately 4 million unique people, and defined the organization's first data governance standards, ownership and stewardship models.

Bankers Financial Corporation, Business Intelligence Manager and Lead Data Architect August 2018 to October 2020

Owned the data for the insurance line of business, which answered to state insurance regulators. Established that line's data governance standards in an environment carrying insurance, financial and PII sensitivity, and directed migration of its data assets to Microsoft Azure.

Salesforce (ExactTarget), Senior Systems Architect and Data Team Lead 2007 to 2014

Built a dimensional data warehouse for what became Salesforce Marketing Cloud, where a single subject area held 17 fact tables of 4 billion to 18 billion rows. Governed requirements across business units to define grain, conformance and ownership, and delivered the analytics layer in Tabular Analysis Services and PowerPivot.

Felix Asencio Co-Founder & Vice President, Encephalon Inc

Bachelor's degree in Business Management, Monroe University. Dimensional Modeling training in the Kimball method, DecisionWorks.

Wheeler Fleet Solutions, Enterprise Data Architect reporting to the CIO April 2025 to May 2026

Led design and implementation of the enterprise data warehouse on Azure Synapse Analytics, Azure Data Factory and Azure SQL Database, after building proofs of concept on Microsoft Fabric and Synapse and selecting Synapse on total cost of ownership. Led the organization's first enterprise rollout of agentic AI coding (Claude Code) as its internal champion, covering license procurement, prompting standards and controls to protect enterprise data. Deployed Power BI Copilot across the organization and automated parts of executive reporting, removing 4 to 6 hours of manual work a day, as he reports. Built Python ingestion pipelines to catalog Azure SQL, legacy ERP and IBM midrange sources in OpenMetadata.

Skillgigs Inc., Power BI Architect, contract January 2024 to May 2024

Designed the reporting and secure data-dissemination architecture for a greenfield Azure data platform and data center of excellence, deployed through Terraform and CI/CD pipelines.

Vaya Health, Data Integration Architect May 2023 to November 2023

A local political subdivision of the State of North Carolina administering public behavioral health Medicaid funds, subject to the state's public records and open meetings laws. Developed its enterprise data integration and data warehouse strategy, aligned to its enterprise architecture, and helped design its data governance approach, including how data is classified and tagged as sensitive. Assessed data risk and delivered mitigation under HIPAA and state law.

BenefitHub, Director of Data and Analytics March 2021 to September 2022

Led requirements gathering and architecture for the enterprise data warehouse using the Kimball method, managed the Azure SQL and Azure Data Factory environments and their data security, and managed, mentored and trained the data and analytics group.