

Atlas Instinct LLC is a United States small business that pairs marketing, communications, and research with software and data engineering. We help federal and commercial clients reach the right audience with an accurate message, then build and operate the systems and measurement that carry it.

UEI	YE8PSXCYKNY5	CAGE	22SK3
SAM.gov	Active registration	Business size	Small business
Entity	Single-member LLC, for profit	Location	Austin, Texas
Primary NAICS	541613 Marketing Consulting	Also	541810, 541820, 541910

Core capabilities

Marketing, Communications, and Research

- Campaign strategy, brand positioning, and message development
- Audience acquisition and lead generation
- Public awareness and behavior-change campaigns
- Public opinion research and market studies
- Content development and Section 508 accessible web content
- Measurement architecture, attribution, and performance reporting

Software and Data Engineering

- Web application development, hosting, and operations
- Backend and distributed systems engineering
- Data engineering, pipelines, and database design
- API design and systems integration
- Secure data handling, encryption, and authentication integration
- Platform assembly and multi-vendor system integration

Team

Kevin Farley, Managing Director. More than a decade of marketing leadership at a financial institution, most recently Vice President of Marketing, through a period when assets grew from \$725 million to \$1.6 billion. Audience acquisition, message strategy, conversion, and measurement, with enterprise marketing technology and analytics implementation.

Sean C. Farley, Principal Software Engineer. Roughly 29 years of production software engineering across backend and distributed systems, secure data handling, web application development and operations, database design, and API integration. Recent work includes Software Engineer IV at Cisco. FreeBSD Project contributor and ports maintainer.

Small business and compliance

A single-member LLC, small under our NAICS codes, with an active SAM.gov registration. Prepared to complete representations and certifications, perform under performance-based service acquisition contracts, and safeguard Controlled Unclassified Information in accordance with 32 CFR Part 2002. Section 508 conformant content and web material is a standard part of what we deliver.