

ALLISON KALLOO

Strategic Communications. Community Intelligence. Market Influence.

Personal Capabilities Statement

Allison Kalloo, MPH, is a nationally recognized expert in strategic communications and community engagement with over 25 years of experience helping public agencies, healthcare systems, research sponsors, and government contractors influence hard-to-reach populations, extract real market intelligence, and convert public trust into measurable participation and compliance.

Allison designs communication systems that change how people understand, evaluate, and act.

Her work sits at the intersection of behavioral science, cultural intelligence, regulatory environments, and public persuasion. This has allowed Allison to solve the kinds of problems government programs and federal contractors lose millions on every year: low enrollment, weak engagement, distrust, misaligned messaging, and community resistance.

Ms. Kalloo has led and supported more than 20 clinical and public health studies, including large-scale diversity-focused research initiatives aligned with NIH, FDA, and federal health equity mandates. Her expertise directly supports agencies responsible for public health, environmental justice, workforce participation, education, and infrastructure programs that depend on real human buy-in to succeed.

Core Competencies

- Strategic Communications & Copywriting
 - Community Engagement & Public Trust Campaigns
 - Focus Groups & Qualitative Research
 - DEI and Cultural Intelligence Consulting
 - Stakeholder & Participant Recruitment
 - Public Health & Health Equity Messaging
 - Government Program Outreach
 - Regulatory Aware Messaging (FDA, NIH, HHS)
 - Market Research & Insight Development
 - Social Impact & Environmental Justice Communications
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Differentiators

Allison Kalloo does not rely on generic demographic targeting or surface-level DEI language. She brings lived community relationships, behavioral insight, and narrative strategy together to move people to action.

Her firm, The Kalloo Collective LLC, operates as a trust broker between institutions and the communities they need to reach to deliver higher recruitment rates, faster engagement, and dramatically lower waste in outreach budgets.

She specializes in audiences that government programs struggle to reach:
Black, Latino, immigrant, rural, urban, and medically underserved populations.

Her background in clinical trials gives her an uncommon advantage in navigating consent, compliance, ethics, and public skepticism. That expertise now translates into federal programs where participation and cooperation determine success or failure.

Past Performance Highlights

- Supported over 20 clinical research and public health initiatives
 - Developed community-driven recruitment strategies aligned with FDA diversity guidance
 - Led messaging campaigns for patient participation and public compliance
 - Produced culturally responsive materials for federal contractors and sponsors
 - Conducted focus groups and stakeholder listening sessions
 - Created high-performing outreach and enrollment campaigns
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NAICS Alignment

- 541820 – Public Relations Agencies
 - 541810 – Advertising Agencies
 - 541910 – Marketing Research & Public Opinion Polling
 - 541611 – Administrative Management and Consulting
 - 541612 – Human Resources Consulting
 - 541990 – All Other Professional, Scientific & Technical Services
 - 541613 – Marketing Consulting Services
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Why Contracting Officers and Primes Choose Kalloo

Most government initiatives succeed or fail based on public participation, not written policy. Allison Kalloo strengthens that participation by aligning community trust, regulatory compliance, and behavioral insight into one operational strategy.

Allison Kalloo integrates seamlessly into prime contractor teams to improve recruitment, engagement, compliance, and stakeholder buy-in across outreach, research, public health, and equity-driven programs.