

## CAPABILITIES STATEMENT

**Desiree Watson**

Founder & CEO

**Phone**

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**Email**

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**Primary Location**

Tampa, FL

**NAICS Codes**

**561720**

Janitorial Services

**561740**

Carpet Cleaning Services

**561210**

Facilities Support Services

**236220**

Commercial Building  
Construction

### **COMPANY OVERVIEW**

M.A.D. Sparkle Enterprise is a professional cleaning and facility support company delivering reliable, high-quality residential, commercial, and post-construction cleaning services. The company is led by an experienced operations and compliance professional with over 15 years of leadership experience in regulated industries, including insurance, healthcare logistics, and risk management.

M.A.D. Sparkle Enterprise applies structured processes, safety-focused practices, and consistent quality control measures to ensure facilities remain clean, compliant, and operationally ready. The company serves clients throughout the Tampa Bay region with a strong emphasis on accountability, communication, and service consistency.

### **PAST PERFORMANCE**

While newly established as a company, leadership brings extensive experience in regulated, high-accountability environments:

- USAA / National General Insurance
- Managed complex claims, compliance processes, and risk assessments, ensuring accuracy, timeliness, and adherence to regulatory standards
- Healthcare & Logistics (Cardinal Health)
- Supported highly regulated operations involving safety protocols, documentation, and compliance with federal and state requirements
- Private Sector Experience
- Delivered operational oversight, quality assurance, and process implementation across multiple industries

This background translates directly into structured service delivery, risk mitigation, and dependable facility support.

### **DIFFERENTIATORS**

- Leadership with 15+ years of experience in compliance, risk management, and operations
- Background supporting organizations such as USAA, State Farm, and Concentra
- Proven ability to implement structured processes, training systems, and quality control standards
- Strong regulatory and safety awareness from experience in insurance and healthcare-related environments
- Reliable communication, accountability, and consistent service delivery
- Eco-conscious cleaning options supporting environmental and health standards
- Agile small business capable of responsive service and scalable support

### **CORE CAPABILITIES**

- Commercial & Residential Cleaning Services
- Pre-Construction & Post-Construction Cleaning
- Routine Janitorial & Facility Maintenance
- Deep Cleaning & Sanitization Services
- Green Cleaning Solutions (Eco-Friendly & Pet-Safe Products)
- Quality Control Inspections & Cleaning Protocol Implementation
- Facility Readiness Support for Occupancy & Operations

