



Charles Liu, MBA

Founder & Managing Member · SDVOSB · California DVBE



ABOUT THE COMPANY

Bastion Supply & Logistics is the operating brand of PURECJ HOLDING LLC, an SBA-certified SDVOSB and California DVBE small business serving the Port of Los Angeles / Long Beach and Southern California. Bastion is an **asset-light working prime in freight brokerage and 3PL coordination** (primary NAICS 488510) — **FMCSA Broker of Property (USDOT #5796599)** — and in **management & supply-chain consulting (NAICS 541618 · 541614)**, scaling through a **vetted, compliance-screened SoCal carrier-partner network** rather than fleet overhead (CUF-compliant; 13 CFR 125.6 / 121.103(h)). Every dispatch carries a documented carrier-selection file: FMCSA safety data, insurance verification, CA DLSE §2810.4 port-drage screening, and CARB drage-registry checks.

ABOUT THE PRINCIPAL

Charles Liu, Founder and Managing Member, is a service-disabled U.S. Army veteran (Quartermaster, 92Y) with **7 years of logistics operations management** at Amazon scale — leading **600+ associates** and **30+ third-party-logistics partners** to a **99.4% same-day delivery success rate** and **zero safety incidents**, standing up a new delivery site from launch, and driving change and program management across the network. As a management consultant (NAICS 541618) he has **trained 100+ operations managers**, built KPI / scorecard systems and SOPs, and run Lean Six Sigma (DMAIC) turnarounds. He holds a **UCLA Anderson MBA** and brings **5+ years of small-business growth strategy, fractional-CFO leadership, and financial planning & modeling**.

AI Capture & Proposal Engine + Brokerage Operations Platform (proprietary)

Bastion runs a multi-model **AI capture-and-proposal engine**, tuned over hundreds of hours, that screens SAM.gov, DIBBS, and agency forecasts against a capability profile to surface winnable opportunities in minutes; shreds the PWS/SOW into a compliance & requirements matrix; builds the cost estimate and price-to-win; and drafts compliant proposal volumes — weeks of work into hours, human-in-the-loop.

The same discipline now runs Bastion's **brokerage floor**: instant bilingual (EN / 中文) quoting, documented carrier vetting, 24/7 shipment tracking with last-free-day & per-diem watch, and freight-invoice / accessorial audit — **production AI-agent workflows in which every compliance-gated action terminates in a named human**. For a prime or mentor, this is added win-rate and added throughput, not just another sub.

WHY TEAM WITH BASTION

- **Set-aside credit + past-performance factor** — SDVOSB + California DVBE, and the Mentor-Protégé source-selection past-performance factor.
- **Operator + CFO + AI in one sub** — 7 yrs ops management, fractional-CFO rigor, an AI capture engine, and an agent-run brokerage platform.
- **Registered & compliance-documented** — FMCSA Broker of Property; carrier-selection files, DLSE §2810.4 and CARB registry screens on port work.
- **CUF-compliant** — self-performs 40%+; asset-light SoCal execution, no idle fleet on your cost.



Quick facts PURECJ HOLDING LLC dba Bastion Supply & Logistics · CA LLC, est. 2020 · HQ Downey, CA · SBA-Certified SDVOSB / VOSB #98307 · CA DVBE #2052517 · CA Small Business / Microbusiness · VIP Graduate · SAM Active · UEI YG65G9MUT8S4 · CAGE 9ZKD4 · USDOT #5796599 (FMCSA Broker of Property) · NAICS 488510 · 541618 · 541614