

Randall Rollinson

President and Founder

Randall Rollinson is President and co-founder of LBL Strategies, Ltd. LBL is Certified Veteran's Owned Small Business (VSOB), and a Registered Education Provider of the Association for Strategic Planning (ASP). Additionally, he is a Senior Vice President at the Strategy Management Group, a partnership formed in 2015 with the Balanced Scorecard Institute. He is a nationally recognized leader in the practical application of strategic management principles, tools and techniques. Since 1985, Randy has served more than 2600 clients in a wide range of industries with education, training, strategy facilitation, board development and performance management services. He has a special focus on industry associations where governance issues are often a major consideration. He has international consulting and training experience in Poland, Rwanda, Belarus and China. He is a Vietnam veteran.



Over his career, he has specialized in strategic management consulting, teaching and software development. His body of work includes the Strategic Management Performance System Program, which won the 2001 Exemplar Award from the International Association for Continuing Education and Training, as an “exemplary, outstanding results-oriented program.” This online / onsite education program is now offered in partnership with George Washington University – Center for Excellence in Public Leadership; St. Bonaventure University, and RMC Learning Solutions. The goal to help proven (and aspiring) strategic planning, project management and other management professionals expand their strategic management knowledge, skills and provide a pathway to ASP certification. He is a certified Strategic Management Professional (SMP) and an ASP Pioneer.

He co-authored and published a strategic management reference book entitled [Strategy in the 21st Century: A Practical Strategic Management Process.](#)

He is a founding board member and current President of the [Chicago Chapter, Association for Strategic Planning \(ASP.\)](#) He is a certified Strategic Management Professional, an ASP Pioneer and an ASP Registered Educational Provider. In January 2011, he published an article in the journal Strategy and Leadership entitled “Should strategy professionals be certified?”.

Randy holds an MBA in Management from DePaul University, a master's degree in rehabilitation counselling and a bachelor's degree in psychology from Southern Illinois University. He has taken advanced certificate level training from DePaul University in executive information systems and project management. He completed a certificate program in international trade at the World Trade Center of Illinois in 2011. He is a certified Balanced Scorecard Professional receiving his certification from George Washington University College of Professional Studies. He recently completed an Advanced Measurement Certification program from the Balanced Scorecard

He enjoys listening, facilitating, writing, teaching and delivering on promises made to customers and strategic partners. He has a primary interest in helping leaders accept the reality of climate change. In his spare time, he enjoys working out, running/walking, traveling, water skiing and family.

Doug Maris

Vice President of Operations, Senior Strategy Consultant



Doug Maris has over twenty-five years' executive leadership and strategy experience. Doug's vast healthcare experience includes serving as a Senior Director of Business Development for a senior healthcare company where he developed, launched, and led a strategic management system for a large healthcare organization with 2,200 employees and \$175 million annual budget. He also served as Executive Director for three large senior living/healthcare communities, responsible for over 600 employees and successful fiscal management of a \$10,000,000+ annual operations budgets. While serving with a large senior living/healthcare non-profit organization, Doug served as project manager/lead for major corporate-wide change initiatives and projects.

Maris earned his M.A. and M.Div. from Lincoln Christian University. He also earned the Strategic Management Certificate from DePaul University and is a Certified Strategic Management Professional through the Association for Strategic Planning.

Outside of work, his interests include family activities, reading, boating, and the Chicago Cubs (sometimes).