



Capability Statement

Summary

ROM improves organizational strategy, operations and culture to deliver improved performance against mission. We help boards, executives, managers and staff create clear mission, aligned resources, transparent operations, agile strategy, accountable management, provable performance results and sustainable stakeholder relevance. Since 1994, ROM has advised diverse organizations including human services, education, healthcare, energy, technology, finance, research, engineering, government and member services. We help:

- ✦ Revitalize and grow organizations to improve quality and value, build alliances, expand markets, strengthen leadership/governance, manage talent and implement performance management systems.
- ✦ Improve strategy, operations and culture through hands-on support to managers and staff through streamlined planning and disciplined execution of integrated and evidence-based business models.
- ✦ Facilitate high-profile issues, including past sessions on topics as diverse as WWIV military strategy, national health security, recovery from nuclear terrorism, nonprofit growth strategy, and board development.

What Sets ROM Apart [read more>>](#)

- ✦ Certified Management Consultants (CMC®), the highest credential in consulting, lead all ROM teams
- ✦ ROM blends expertise in consulting, management, entrepreneurship, operations and research
- ✦ We bring insights from our experience in management decision making and capability development in critical areas of science, technology, research, energy, education, human services and nonprofit organizations
- ✦ ROM supports executive level teams to leverage strengths and directly address opportunities for improvement
- ✦ We bring sophisticated analysis of complex problems to influence agile strategies and revitalization
- ✦ Our holistic, systems view encompasses board, executive, staff, and stakeholder perspectives and needs
- ✦ ROM is results-driven with a sense of urgency, public purpose and sustainable improvement

Certifications

- ✦ Certified Management Consultant® (ISO 17024 certified)
- ✦ Small Business
- ✦ Baldrige lead examiner (7 years)
- ✦ One Page Business Plan Consultant



[Why Hire a CMC?](#)

Services Suite [read more>>](#)

Management Consulting

- ✦ Process improvement
- ✦ Strategy and business plans
- ✦ Execution discipline support
- ✦ Baldrige transformation support
- ✦ Second opinion assessment

Facilitation Services

- ✦ Working groups
- ✦ Executive retreats
- ✦ Strategy development
- ✦ Stakeholder and public sessions
- ✦ Board and governance



Assessment & Diagnostics

- ✦ Organization, team and individual
- ✦ Board and management
- ✦ Agility and sustainability
- ✦ Survey research
- ✦ Focus groups

Performance Management

- ✦ [One Page Business Plan](#)
- ✦ Rapid benchmarking
- ✦ Performance measurement
- ✦ Balanced scorecard
- ✦ Strategy stress tests

Ethics

ROM personnel are bound by an independent [Code of Ethics](#) and voluntarily submit to enforcement by the Institute of Management Consultants USA, the professional and certifying body of US management consultants.

Clarity ► Alignment ► Transparency ► Agility ► Accountability ► Results ► Sustainability



*Delivering performance against mission through
streamlined planning and disciplined execution*

Clients [read more>>](#) (including project descriptions)

Government

- ✧ State (DC) Superintendent of Education
- ✧ National Inst of Health (multiple Institutes)
- ✧ US Department of Energy (multiple offices)
- ✧ Office of Naval Research
- ✧ National Inst of Standards and Technology
- ✧ California Energy Commission
- ✧ US Air Force CIO
- ✧ US Coast Guard
- ✧ Argonne National Lab

Institutional

- ✧ American Medical Association
- ✧ SE Michigan Health Information Exchange
- ✧ US Adult Soccer Association
- ✧ Volunteers of America Chesapeake
- ✧ Consortium for Ocean Leadership
- ✧ Credit Union National Association
- ✧ Southern Alliance for Clean Energy
- ✧ National Petroleum Council
- ✧ American Assoc of Engineering Societies

Commercial

- ✧ Prime Alliance Solutions
- ✧ EG&G
- ✧ MITRE
- ✧ Aspen Systems Corp.
- ✧ ICF Kaiser International
- ✧ COLGEN
- ✧ K&M Engineering
- ✧ ExxonMobil
- ✧ PriceWaterhouseCoopers

Company Principal [read more>>](#)

Mark R. Haas CMC, FIMC, ROM Founder and President, has 30 years of business and consulting experience as an award winning consultant, expert witness, former lead Baldrige Examiner, Board Chair, author, invited speaker, and advisor to national organizations. His combination of expertise in technical, analytical, management and consulting domains provides clients an integrated perspective to collaborate on improving strategy, operations and culture. He serves as Ethics Officer for the consulting professional association and holds degrees from Colgate and Harvard Universities.

NAICS Codes

- 541611 General Management Consulting Services
- 541612 Human Resources Consulting Services
- 541613 Marketing Consulting Services
- 541618 Other Management Consulting Services

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QR Code For
ROM Website

Testimonials

Mark's integrity and attention to detail are exceptional. His experience with a variety of businesses makes him the consultant of choice for any CEO wishing to improve performance in their organization. *EH, Mgr, Nonprofit*

I thought that you handled the difficult task of mediating between the CPC and the board with extraordinary delicacy and effectiveness. Most impressive *LH, President, Association*

Mark personally led us from aimless drift to vibrant excellence—the finest in the US, by several measures. He has done more to elevate the standards and status of the management consulting profession than anyone I know. *JB, Lt Col USAF*

Thank you for providing the leadership, achievement, and direction we needed for so very long, providing financial and administrative order, meaningful alliances, and better communications with constituencies. You updated us with a better web site, more cogent message, and more frequent communications. Your hard work, foresight and vision have given us a stronger possible future. *ML, President, Commercial firm*

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