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The Balanced Scorecard Institute Names David Wilsey Chief Executive Officer

The Balanced Scorecard Institute (BSI) names David Wilsey Chief Executive Officer (CEO), effective immediately.

Cary, NC – April 13, 2021 The Balanced Scorecard Institute (BSI), part of the broader Strategy Management Group (SMG), named David Wilsey Chief Executive Officer (CEO), effective immediately. Howard Rohm, President and Co-founder of SMG and BSI, made the announcement.

David began as an Associate in 2005 and progressed from Senior Associate to Vice President and Chief Operating Officer (COO) before taking on the CEO role. He is a strategic planning and performance measurement specialist, having worked with dozens of organizations to improve strategic focus and develop meaningful performance measurements. He co-authored *The Institute Way – Simplify Strategic Planning and Management with the Balanced Scorecard* as well as the Strategy Professional Resource Center's *Association for Strategic Planning SMP/SPP/SPA Certification Exam Study Guide*. He has also helped design all of BSI's Certification Programs, offered in association with the George Washington University Center for Excellence in Public Leadership.

"David has proven himself over the years with his intellect, his business savvy, and his leadership and management abilities," said Rohm. "He will lead the charge of growing the company and helping it rebound after Covid 19. He is more than capable of taking the company to the next level, and I am delighted that he has accepted this challenge."

About the Balanced Scorecard Institute:

Balanced Scorecard Institute (BSI), a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers, and analysts to transform their organizations into "performance excellence" organizations. BSI's website, www.balancedscorecard.org, is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. BSI's *Nine Steps to Success™* balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a disciplined framework for helping organizations achieve higher levels of performance.

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