ROB DE LA ESPRIELLA, BD3

CEO, DLE Technical Services, LLC
Creator of the BlueDragon® Integrated Problem-solving System

Rob De La Espriella is a former US Navy nuclear submarine officer and the founder and CEO of DLE Technical Services, LLC (DLE). Rob has built an impressive reputation as a leading expert in solving complex human-centric problems in modern operating environments. With over 30 years of experience, Rob has led and facilitated hundreds of accident investigations, root cause evaluations, audits, assessments, complex problem-solving efforts, and operational excellence initiatives at commercial nuclear power plants, the US Nuclear Regulatory Commission (NRC), the Department of Defense (DOD), the Department of Energy (DOE) National Laboratories, and the US Nuclear Weapons Complex.

Since 1988, Rob has been trained as a subject matter expert in solving complex problems. He was part of the Florida Power & Light team that won the prestigious Deming Prize from Japan in 1989 - the first company in the world outside of Japan to do so. Rob's extensive training includes Kepner Tregoe, Management Oversight Risk Tree (MORT), TapRoot, the Phoenix Method, the Institute of Nuclear Power Operations' (INPO) Human Performance Evaluation System (HPES), Total Quality Management (TQM), and Lean/Six Sigma methodologies. He is also a certified Kaizen Team Leader.

As an NRC Resident Inspector, Rob received multiple awards for leading investigations into complex problems that were praised for their depth and efficiency. His Nuclear Quality Assurance organization at a nuclear power plant was named one of the strongest in the US by INPO in 2003 and 2005, primarily due to their ability to uncover deep-seated problems. With a reputation for establishing high-performing Quality Assurance (QA) organizations in the United States, Rob was enlisted by the World Association of Nuclear Operators (WANO) to support Quality improvement efforts in South Africa and Slovenia in 2005. Since 2006, Rob has served as a senior policy advisor for Executive Leadership Teams across the DOE national labs and the nuclear weapons complex. His transformation of the Nuclear Quality Assurance culture at the Yucca Mountain Project earned him recognition from the DOE.

In 2015, Rob developed the BlueDragon® Integrated Problem-solving System (IPS™), a groundbreaking framework that modernizes accident investigations and how complex human-centered problems are solved. BlueDragon® is designed to tackle human-centric problems in modern, socio-technical work environments, helping organizations improve safety and performance, reduce overhead, and solve problems faster and more accurately than any other methodology on the market. BlueDragon® is widely used at some of the most technically challenging organizations worldwide, including the Westinghouse Nuclear Division, the DOE National Laboratories, and the Defense Nuclear Facilities Safety Board.

Rob's passion for helping individuals and organizations reach their full potential has led him to provide free BlueDragon® problem-solving training to college students entering the workforce, the Association of Naval Services Officers (ANSO), and students at Princeton University's Keller Center for Entrepreneurship, where he has been a guest lecturer since 2016. Since the spring of 2023, BlueDragon® is being taught for credit at Endicott's College of Engineering in Beverly, MA.

Rob De La Espriella has made an indelible impact on the field of complex human-centric problem-solving, helping countless businesses enhance their safety, performance, and efficiency. In 2023, Rob was inducted into the **Forbes Business Council** in recognition of his achievements.