

## Contact

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[www.smartcounselingca.com](http://www.smartcounselingca.com) (Company)  
[www.realgoat19.design](http://www.realgoat19.design) (Company)

## Top Skills

Educational Institutions  
Edtech  
Public Speaking

## Certifications

Substance Abuse Program Administrator  
Transportation and Storage of Hazardous Materials (Hazardous Materials Management)  
Certified Basic Life Support Instructor  
Certified Fitness Instructor & Wellness Coordinator  
Certified Tactical Medical Care Instructor

## Honors-Awards

Navy and Marine Corps Commendation Medal  
Army Commendation Medal  
Navy and Marine Corps Achievement Medal  
Military Outstanding Volunteer Service Medal  
2014 California Heroes Award

# Lawrence Librando, MSL

Chief Operating Officer | 24-Year U.S. Navy Veteran | Doctoral Candidate  
Los Angeles Metropolitan Area

## Summary

With nearly a quarter of a century of experience as a U.S. Navy Hospital Corpsman, my career has been a testament to the values of discipline, resilience, and teamwork. These principles have shaped my professional and personal life, guiding my actions and decisions. During my 24 years of service, I developed expertise in medical care, emergency response, and patient support, providing vital assistance to service members in diverse environments. This experience instilled in me a profound sense of responsibility for the well-being of others, which continues to influence everything I do.

As COO at Smart Counseling and Mental Health Center, I leverage my leadership, operational, and strategic expertise to enhance our mental health services. I play a crucial role in planning and executing operations, ensuring we deliver exceptional care to over 500 patients. My responsibilities include overseeing daily operations, crafting digital strategies, leading marketing initiatives, and managing our brand presence. This position is not just a career; it's a personal mission that allows me to advocate for mental health and make a meaningful impact on our community's well-being.

Education has always been a priority in my life. With an M.S. in Leadership and an ongoing pursuit of a Doctorate of Business Administration in Health Services, I constantly seek to expand my knowledge and skills. These educational endeavors, coupled with my certifications in Grief and Crisis Support Counseling, Victim Advocacy, and Substance Abuse Program Administration, equip me with a comprehensive understanding of mental health care's clinical and administrative aspects.

Family is the bedrock of my life. My wife, Fe, has been a pillar of strength and support since 1998. Together, we have raised four incredible children: Miggy, a fellow Navy Hospital Corpsman; Yana, a dedicated UCSD magna cum laude premed graduate; and our

younger children, Lucy and Enzo, who bring endless joy and energy to our lives. We cherish our time together, whether exploring the outdoors or caring for our fur babies.

Beyond my professional and family commitments, RealGoat19 LLC is my creative passion, and we specialize in designing emblematic art for the military community and web design. This venture allows us to honor and celebrate the unique identities and stories of military units and individuals. We aim to capture the spirit, heritage, and valor of those who serve through custom-designed emblems and artworks. RealGoat19 is our way of giving back to the community that has shaped my life and career.

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## Experience

### Smart Counseling and Mental Health Center

#### Chief Operating Officer

August 2023 - Present (1 year 7 months)

California, United States

Lead critical operational and strategic functions at a rapidly growing facility serving over 500 clients, specializing in comprehensive mental health services in Murrieta, Temecula, Menifee, and Lake Elsinore, and offering telehealth across California.

- Uphold the center's slogan, "Healing Heroes & Homes: Comprehensive Therapy for All," reflecting a commitment to exceptional mental health services
- Lead a team of 20 therapists and administrative staff, focusing on both in-person and telehealth services
- Specialize in serving military personnel, veterans, families, students, and community members, acknowledging their unique mental health challenges
- Engage in strategic marketing initiatives, enhancing online presence, and strengthening the brand

Dedication to personalized, compassionate care and effective marketing and operational excellence have significantly enhanced the center's reputation and impact in the communities served. Strategies have steered the center towards becoming the region's leading counseling and mental health service provider.

### RealGoat19 LLC

6 years 1 month

#### Owner

February 2019 - Present (6 years 1 month)

California, United States

I founded RealGoat19 LLC in 2019, a custom art company focused on transcending traditional emblematic design, inspired by my artistic journey that began with my enlistment in the U.S. Navy in 2000.

- Utilize artistic skills honed in the Navy to create unique unit logos, t-shirts, patches, and coins
- Developed a business model prioritizing building relationships and focusing on quality over quantity
- Specialize in designing and producing innovative full 3D coins, providing clients with a product and a piece of art embodying passion and commitment
- Position RealGoat19 not just as a company but as a reflection of our artistic journey and dedication to art

RealGoat19 has become a symbol of creativity, journey, and commitment to excellence in art and design. With a focus on unique full 3D coins and a dedication to quality and client relationships, the company is recognized for its innovative approach and commitment to delivering artistic storytelling and precision craftsmanship in every project.

#### Graphic Web Designer

February 2019 - Present (6 years 1 month)

Multiple Locations

Leveraging digital marketing expertise to create, design, and manage websites from scratch since February 2019, marked by critical projects and consultations highlighting a commitment to developing impactful online presences for businesses.

- Designed and managed the RealGoat19 LLC website, blending personal experiences with professional skills to effectively represent the brand's mission and values
- Led the web design project for Smart Counseling and Mental Health Center, focusing on enhancing user experience and accessibility, driven by a passion for mental health
- Offer consultancy services to businesses, encompassing website creation and management, content strategy, SEO optimization, and digital branding

- Continuously update digital marketing and web design skills to ensure clients' websites are visually appealing, robust, and effective in the digital landscape

This career journey has been pivotal in my development as a web designer and digital marketing expert, proving my commitment to perpetual learning and the ability to keep pace with the ever-changing digital tech arena. Engaging in various projects has honed my skills and significantly enhanced the digital presence of numerous businesses and individual endeavors.

## US Navy

8 years 11 months

### Operations Center Manager | NMRTC | Administration Department

April 2024 - August 2024 (5 months)

San Diego, California, United States

Dedicated healthcare professional overseeing patient and customer services at Navy Medicine Readiness and Training Command San Diego.

- Ensures optimal care for 250,000 individuals annually
- Manages a team within a staff of over 6,000 military and civilian personnel
- Coordinates with various departments to enhance service delivery and implement innovative strategies
- Boosts staff morale and medical readiness through collaborative quality improvement initiatives

Committed to delivering exceptional patient care and fostering a culture of continuous improvement in a dynamic military healthcare setting.

### Staff Education and Training Manager | NMRTC | Staff Education and Training Department

September 2022 - May 2024 (1 year 9 months)

San Diego, California, United States

Dynamic healthcare leader with proven success in managing and developing a team of 26 healthcare providers.

- Coordinated and executed 252 professional development and clinical training courses
- Mentored and developed team members, leading to significant career advancements and qualifications
- Ensured clear communication with upper management regarding learning objectives, schedules, and assessments

- Collaborated cross-functionally to align training programs with broader organizational goals

Through a comprehensive approach to team management and training, contributed to creating a cohesive and capable healthcare team adept at handling the challenges of a fast-paced and evolving industry.

### Supply Chain Manager | USNS Mercy (T-AH 19) | Medical Supply Division

April 2022 - September 2022 (6 months)

Multiple Locations

Experienced supply chain professional with a proven track record in managing medical supplies valued at over \$6.5 million across multiple countries.

- Administered healthcare services to 14,300 patients, demonstrating the ability to operate effectively in diverse settings
- Supervised a team of 15 in materials management, planning, purchasing, and customer service
- Implemented strategic inventory management practices to optimize availability and minimize waste
- Developed and enforced policies and procedures in compliance with local and federal regulations

Contributed to a streamlined supply chain, maximized inventory availability, and significantly improved operational efficiency, supporting the organization's mission of providing exceptional healthcare services.

### Deputy Center Manager | NMRTC | Military and Deployment Health Center

September 2021 - September 2022 (1 year 1 month)

San Diego, California, United States

Led a multidisciplinary healthcare team serving 6,700 beneficiaries, focusing on improving medical readiness, enhancing patient care quality, and managing a large team in a demanding environment.

- Spearheaded initiatives that led to a 19% increase in Medical Readiness
- Effectively managed the work and performance of 43 employees, ensuring high productivity and service levels
- Conducted facility and service level checks for strict compliance with command and Navy standards

- Designed and implemented a leadership development and team management model, leading to staff promotions and enhanced responsibilities

Efforts resulted in marked improvements in patient care quality and the development of a strong, compliant, and progressive healthcare team, significantly contributing to a positive and progressive organizational culture.

Laboratory Manager | NMRTC | Laboratory Department  
September 2019 - September 2021 (2 years 1 month)  
San Diego, California, United States

Led a department of 300 staff members during the challenging COVID-19 pandemic, focusing on maintaining operational efficiency and safety while managing a \$6 million medical equipment inventory.

- Developed and enforced safety protocols and contingency plans to navigate the pandemic effectively
- Managed a substantial medical equipment inventory, ensuring optimal utilization and maintenance
- Ensured strict compliance of the laboratory with relevant health guidelines and laws
- Fostered a positive work environment to enhance department morale and employee retention

Significantly contributed to the department's success during an unprecedented global health crisis by maintaining high safety standards, ensuring compliance, focusing on staff and customer relations, effectively navigating the pandemic, and enhancing operational excellence and staff morale.

Operations Manager | NATO Role 3 Multinational Medical Unit | Clinical Support and Surgical Services  
August 2019 - May 2020 (10 months)  
Kandahar, Kandahar Province, Afghanistan

Entrusted with providing world-class trauma care, managing substantial logistics, and leading cross-functional teams in a high-stakes, multinational combat zone.

- Managed \$1.5 million in pharmaceuticals and medical supplies, ensuring timely and accurate delivery
- Supervised operations staff, upholding strict adherence to mission policies and procedures

- Developed and implemented systems and procedures to boost operational quality and team efficiency
- Launched staff engagement, gender diversity, and cultural programs to enhance operational quality

Efforts led to improved operational quality, reduced risks, and enhanced team efficiency, significantly strengthening the team's capabilities and adherence to mission objectives while fostering higher employee engagement and loyalty.

#### Ancillary Services Manager | NTC Naval Branch Health Clinic

September 2018 - September 2019 (1 year 1 month)

San Diego, California, United States

Led a diverse team of 59 medical professionals across eight sub-specialty clinics, guiding the team through operational and patient care challenges.

- Developed and refined departmental processes, significantly elevating patient satisfaction levels
- Established clear benchmarks to monitor team productivity and service quality
- Monitored team performance, ensuring adherence to service level agreements, and provided detailed job training to enhance staff skills
- Managed department resources and assets, ensuring compliance with industry standards and regulations

Efforts significantly improved patient satisfaction and service quality, optimizing team productivity and performance. Effective resource management ensured compliance with healthcare standards, contributing to the operational excellence of the clinics.

#### Medical Operations Manager | USS Harpers Ferry (LSD 49) | Medical Department

October 2015 - September 2018 (3 years)

Multiple Locations

Led a team of 9 medical personnel, skillfully balancing primary duties with multiple collateral roles, including medical training team coordinator, fitness leader, and financial specialist aboard a naval warship.

- Directed laboratory procedures, aiding in diagnosing 119 patients and ensuring high-quality medical care
- Led fundraising and morale-boosting events, raising \$2,500 for community events

- Designed and introduced leadership development and team management models to enhance staff capabilities
- Coordinated various programs like the Victim and Witness Assistance Program, Traffic Safety Program, and NMCRS Emergency Service Office (ESO)

Efforts resulted in effective medical care for over 300 personnel onboard, exemplary team leadership, and significant contributions to shipboard community and safety initiatives. Implementation of quality assurance and leadership development programs raised the operational excellence of the medical department, contributing significantly to the success of shipboard operations.

## US Navy

14 years 10 months

Lead Instructor and Program Coordinator | 1st Medical Battalion | Health and Services Company

October 2013 - May 2015 (1 year 8 months)

Oceanside, California, United States

Directed vital organizational initiatives focused on substance abuse prevention and multicultural inclusion, leading association boards and collaborating with various teams.

- Led multiple association boards, efficiently managing budgets, training programs, and event planning
- Developed and nurtured relationships with external partners to enhance program operations
- Created and delivered comprehensive training and education for participants, fostering their skills and knowledge
- Designed and executed implementation and maintenance plans for programs

Efforts resulted in successfully implementing and managing substance abuse prevention and multicultural inclusion programs, marked by consistent operations, effective team coordination, and high-quality outcomes, and significantly contributed to the organization's mission of fostering a more inclusive and health-conscious environment.

Healthcare Specialist and Clinical Laboratory Technician | Hospital Corpsman

August 2000 - October 2013 (13 years 3 months)

Multiple Locations



Delivered comprehensive patient care in various medical settings, excelling in managing emergencies and routine patient care.

- Performed a wide array of laboratory procedures, including blood draws, specimen processing, and analysis, with a steadfast focus on accuracy and compliance with medical standards
- Oversaw laboratory operations, ensuring optimal functioning through equipment maintenance, inventory management, and stringent quality control
- Engaged actively in health education and preventive care initiatives, equipping patients with essential health maintenance and disease prevention information
- Collaborated efficiently with multidisciplinary teams, aiding in comprehensive patient care planning and medical procedure execution

Efforts enhanced patient care and lab operations, marked by accurate and efficient laboratory procedures. Leadership and mentorship were pivotal in the professional development of medical teams. Commitment to continuous learning and adaptability in high-stress situations ensured the delivery of top-notch care. Involvement in health education initiatives played a crucial role in promoting disease prevention and health maintenance.

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## Education

### National University

Doctor of Business Administration, Health Services · (June 2027)

### Trident University International

Master of Science - MS, Leadership · (December 2023)

### Trident University International

Bachelor of Science - BS, Leadership - Interdisciplinary Studies · (February 2023)

### The George Washington University

Associate of Science - AS, Health Science Laboratory Technology · (August 2013)

### ACLC College

Associate of Science - AS, Computer System Design and Programming · (May 1999)

