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Lauri Rollings is the CEO of Lauri Rollings and Associates, LLC. She is a lawyer by trade with more than 20 years of experience providing strategic advice and solutions for organizations as an attorney, an executive director of construction trade associations, and a consultant. Her services help businesses run more efficiently and promote recruitment and retention of a diverse, productive workforce. Rollings previously served as executive director of the Plumbing and Mechanical Contractors Association of Oregon and executive director of the Plumbing Mechanical Sheet Metal Contractors' Alliance of Milwaukee, Wisconsin. Before joining the construction industry, she practiced law for more than a decade, representing various clients in a broad range of industries. Before that, she was a newspaper reporter. Rollings graduated with honors from Stanford Law School and the University of Wisconsin.