



The Global Voice of Quality®

## Executive Council



### Eric Hayler

*Past Chair*

**Lean Six Sigma Master Black Belt,  
BMW Manufacturing**

Eric Hayler is a Lean Six Sigma Master Black Belt at BMW Manufacturing in Spartanburg, SC. Previously, he was the manager of BMW's central laboratory and the analytical laboratory

manager in the research and development department of the Engineered Minerals Division of the JM Huber Corporation. Hayler is a graduate of Rutgers University and has a Ph.D. in solid-state inorganic chemistry. His specialty was new electronic ceramic materials—work he continued during a postdoctoral research fellowship at Brookhaven National Laboratory.

Hayler has been adjunct professor of chemistry at Mercer University in Macon, GA. He recently served on the Executive Committee of the board of trustees of the Southern Association of Colleges and Schools Commission on Colleges, the regional body for the accreditation of degree-granting higher-education institutions in the Southern states.

Hayler has served as regional director of Region 11A, as chair of the Palmetto Section, on the WCQI Technical Program Committee, as well as a member of the board of examiners for the South Carolina Governor's Quality Award.



### Elmer K. Corbin

*Chair*

**Director and Project Executive,  
IBM Watson Client Success**

Elmer Corbin serves as director and project executive of IBM Watson Client Success. In this role he is responsible for collaborating globally across IBM and with industry partners

to bring together disparate and siloed assets to create breakthrough innovation that helps clients execute their strategy and succeed in their mission.

Throughout his 29-year career at IBM, he has served in a wide variety of major technical, business, and executive leadership roles, including leading a business unit of more than 700 employees responsible for the development and delivery of the BlueGene/L supercomputer and the core processor technology that helped all three of IBM's leading video game console clients revolutionize the home entertainment market. Prior to his current role, he was director of corporate quality, where he led the enterprise transformation of IBM's global quality management system and created an innovative client experience analytics framework to provide insights on ways to improve the quality of the end-to-end experience clients have with IBM.

Corbin is a very active participant in community and mentoring programs, both inside and outside IBM. He serves as IBM's executive representative to The Conference Board Quality Council, as well as the IBM Partnership Executive to Southern University and a member of the Southern University Business and Industry Cluster Board. He is also a former chairman of the board for the Power.org global consortium.

He earned a bachelor of science degree in electrical engineering from Southern University in Baton Rouge, LA, and his master of business administration degree from The University of Texas–Austin. He is also a board certified Professional Engineer in the state of Texas.



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## Executive Council (continued)



### **Benito Flores**

*Chair-Elect*

**Dean of the School of Engineering,  
Universidad de Monterrey, Mexico**

Benito Flores is the dean of the School of Engineering at the Universidad de Monterrey, Mexico, where he also teaches. He has been teaching in higher education institutions for

25 years and served as quality manager/director in two organizations (one industrial and one university). Flores holds a bachelor of science degree in industrial engineering, a master of science degree in quality management, and a Ph.D. in educational administration.

He is a member of ASQ, ASHE, and ASEE, and serves or has served on the board of directors of several nonprofit organizations, including the SC-Polytechnic High School (Mexico), the Southern Association of Colleges and Schools (SACSCOC), and ASQ.

In 2007 he received the Roberto Garza Sada Teaching Award, the highest recognition the Universidad de Monterrey awards to its faculty. He has received national awards in Mexico for his research in student engagement and academic rigor.



### **Francisco "Paco" Lopez**

*Treasurer*

**Corporate Quality Senior Manager,  
Whirlpool**

Francisco "Paco" Lopez joined Whirlpool in December 2012 and serves as corporate quality senior manager for Mexico, leading performance improvement for Mexico

operations through the standardization of quality processes and managing the OpEX (Six Sigma) strategy on its five Mexico plants.

Prior to joining Whirlpool, Lopez worked as quality manager for Navistar Inc. on its truck assembly plant in Escobedo, Mexico, leading the entire quality group at the complex. He was responsible for plant quality improvement, as well as standardizing the quality processes from all the plant business units.

Lopez also worked for 14 years at Metalsa, a Tier 1 global automotive supplier, performing various roles of increased responsibility within the quality function. His last position was corporate quality manager, responsible for quality process standardization at company plants in Argentina, Australia, Brazil, India, Mexico, and United States. He also had the experience to work as resident for Metalsa at Toyota Motor Corporation in Toyota City, Japan.

Lopez is a Senior member of ASQ, a Certified Manager of Quality/Organizational Excellence (CMQ/OE), and has served in different positions on ASQ's Monterrey Section. He earned his bachelor of science degree in industrial engineering from Nuevo Leon State University and his master of business administration degree from EGADE Business School.

Lopez lives in Monterrey, Mexico.



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## Executive Council (continued)



### **Daniella Picciotti**

*Chair, Technical Communities Council*

**President, QMS Alliance**

Daniella Picciotti is a career quality professional with more than 25 years of progressive quality management systems experience working for global companies including Bechtel, Boeing, Raytheon, and in highly regulated industries

including aerospace, medical device, and nuclear.

Picciotti is the president of QMS Alliance, a consulting firm partnering with clients in quality system assessments, obtaining and maintaining industry certifications, and implementing process improvements.

As a Senior ASQ member, Picciotti's involvement and contributions within ASQ as a member leader spans almost 20 years. She has chaired the Certified Quality Engineer (CQE) exam process, served as the chair of ASQ's Certification Board, and supported ASQ's World Conference on Quality and Improvement as a member of the Technical Program Committee.

Picciotti is serving a third term on ASQ's board of directors representing Technical Communities and is the Technical Communities Council chair. In her role with the Technical Communities, Picciotti has led teams to develop training curricula for member leaders and formalized process materials for member unit business planning.

Utilizing her career and ASQ experience, Picciotti serves as a chapter advisor for Alpha Gamma Delta sorority at San Diego State University. In this role, she interacts with more than 150 collegiate members and university personnel to provide organizational and leadership guidance.



### **Sylvester "Bud" M. Newton Jr.**

*Chair, Section Affairs Committee*

**Consultant Process Management, Arconic**

Sylvester (Bud) M. Newton Jr. has been employed by Alcoa Inc.—now Arconic—since 1978, where he has held various quality roles and positions. In 2005, he began working as a corporate quality consultant

in process and quality management. Newton works globally to continuously improve processes and systems, engaging employees in process management, problem solving, quality techniques, and statistical applications.

A Senior ASQ member, Newton joined ASQ in 1997. He has served as the regional director for Region 9 since 2013. He was elected to the ASQ board of directors for the 2014–2015, 2016–2017, and 2018–2019 terms. He is the current Section Affairs Council (SAC) chair and serves on the ASQ Executive Council. He also currently serves on the Nomination and Public Policy Advisory Council.

Past service to ASQ includes the North America Member Model Committee, Board of Directors Organizational Member Champion, and roles as deputy regional director for Region 9, 2006–2012; chair and vice chair for the Evansville/Owensboro section, 2002–2006; and committee roles on the Voice of the Customer Committee and the ASQ Membership Engagement Committee.

Newton is an ASQ Certified Six Sigma Black Belt (CSSBB), and an ASQ Certified Quality Auditor (CQA).

Newton has a bachelor of science degree in human resource development. He also holds a master of science degree in quality management in 2012.



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## Executive Council (continued)



### **William J. Troy**

*Chief Executive Officer*

William J. Troy joined ASQ in 2014 following a 38-year U.S. Army career, from which he retired as Lieutenant General (three stars). His most recent position was director of U.S. Army Staff at the Pentagon. Troy served in Europe, the United States, Asia, and the Middle East.

At ASQ, Troy directs the organization's mission to advance the quality profession and the use of quality principles. His duties include ensuring the alignment of the strategies and goals established by ASQ's board of directors with the work of headquarters staff and hundreds of volunteers around the world. He also works with ASQ's volunteer member leaders and represents ASQ as a board member of the ANSI-ASQ National Accreditation Board, Exemplar Global, and the Baldrige Foundation.

- Troy was director of the U.S. Army Staff from August 2010 until July 2013. He led several thousand military staff and civilians, assisted in the oversight of a \$5 billion budget, and ensured the integration and coordination of policies, plans, and decisions affecting the entire U.S. Army.
- Prior to his tour as director, he served as the Commanding General, U.S. Army Alaska, where he was responsible for the combat readiness of 12,000 soldiers, and the welfare of 20,000 family members.
- He has held a number of significant general officer positions on behalf of the U.S. military, including Chief of Staff for III Corps in Iraq during Operation Iraqi Freedom.
- Troy was commissioned in the infantry from the United States Military Academy, where he received a bachelor of science degree. He received master's degrees from the Naval Postgraduate School, and the Naval War College, and was a Senior Fellow at Harvard University's Weatherhead Center for International Affairs.
- He is the recipient of numerous awards, including the Bronze Star, the Combat Infantryman Badge, the Ranger Tab, Master Parachute Wings, the Distinguished Service Medal, and Commander in the French National Order of Merit.