



The Global Voice of Quality®

ASQ

ASQ is the world's leading community of people passionate about quality. As a professional association, ASQ brings together individuals and companies in all fields and industries who strive for continual improvement of the products, services, and experiences that make our world work better. ASQ's 70,000 individual members and 300 corporate members are building the future of quality, advancing the best insights, and investing in the ideas, tools, techniques, and systems that will help the world meet tomorrow's critical challenges.

- ASQ was established in 1946 and is also known as the American Society for Quality.
- ASQ's Quality Resources contains 30,000 articles and case studies developed by members and leading quality experts.
- ASQ Learning Products, a comprehensive professional-development resource, provides users with all of ASQ's learning offerings in one location and is the integration of ASQ training resources.
- ASQ offers 18 different professional certifications. More than 250,000 certifications have been issued to dedicated professionals worldwide.
- ASQ's participation and influence in international standards includes its role as the administrator of various U.S. Technical Advisory Groups of ISO standards.
- ASQ has been the sole administrator of the Malcolm Baldrige National Quality Program Award since 1991.
- ASQ's One Family of Companies includes Exemplar Global and the ANSI-ASQ National Accreditation Board (ANAB).

Headquartered in Milwaukee, WI, USA, ASQ supports membership services and business operations through ASQ Global, ASQ North Asia, ASQ South Asia, ASQ Middle East and Africa, and ASQ Latin America, along with ASQ World Partners® around the globe.

ASQ Vision

By making quality a global priority, an organizational imperative, and a personal ethic, ASQ becomes the community of choice for everyone who seeks quality concepts, technology, and tools to improve themselves and their world.

ASQ at a Glance

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Regional Centers

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asq.com.cn

ASQ South Asia

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ASQ Latin America

asqlatam.org

ASQ MEA

asqmea.org



The Global Voice of Quality®

ASQ (continued)

Membership

70,000 individual members
300 corporate members and Enterprise Quality Roundtable Members
239 geographic sections
23, topic- and industry-specific divisions, three interest groups, and two forums
118 online communities

Staff

185

Leadership

ASQ is led by its board of directors and managed by a chief executive officer and senior leadership team.

2018 Board of Directors Executive Council

Past Chair—Eric Hayler, BMW Manufacturing
Chair—Elmber Corbin, IBM
Chair-Elect—Jose Benito Flores Juarez, Universidad De Monterrey
Treasurer—Francisco “Paco” Lopez, Metalsa
ASQ Chief Executive Officer—William J. Troy
Chair, Technical Communities Council—Daniella Picciotti
Chair, Section Affairs Committee—Sylvester “Bud” M. Newton Jr.

ASQ Senior Leadership Team

William J. Troy, Chief Executive Officer
Andrew Baines, Managing Director, Global
Brian Savoie, Chief Financial Officer
Lindsey Linder, VP, Human Resources
Jim Templin, Executive Director of Business to Consumer Operations
Ann Jordan, General Counsel
Jennifer Tucker, Strategic Communications Manager

World Partners®

ASQ advances global learning, quality improvement, and performance excellence through partnerships with professional membership societies around the world. Since 2000, World Partners® agreements have been established with 28 organizations that have missions and principles comparable to ASQ’s. Through these collaborative efforts, the organization strives to meet the quality needs of companies, individuals, and organizations worldwide.

Strategic Partners

ANSI-ASQ National Accreditation Board (ANAB)
NIST—Malcolm Baldrige National Quality Award
Exemplar Global
Sellery Associates, Washington, DC
U.S. Standards Group on Quality, Environment, Dependability, and Statistics



The Global Voice of Quality®

ASQ (continued)

Key Services

ASQ Quality Resources—The world's most comprehensive library of quality resources
ASQ Learning Products—Internet-based tools and comprehensive professional-development resource
ASQ World Conference on Quality and Improvement—World's largest international quality conference
Career Services—Internet-based career tools and worldwide job-posting service
Certification—ASQ offers 18 various professional certifications
Communities and Networking—Opportunities for quality professionals and practitioners to meet others in their industry, with their interests, or in their region
Influential Voices—A blog initiative including a group of ASQ members who are passionate about improvement and are active in social media
International Team Excellence Awards—Competition that showcases companies' innovative solutions and organizational cost-savings
Quality for Life®—A program that shares the stories of quality professionals who use their passion, commitment, and skills to make a difference
Quality Press—World's largest publisher of quality-related titles
Quality Progress—World's leading magazine dedicated to quality
Six Sigma Forum Magazine—Addresses specific needs of Six Sigma professionals

Awards

ASQ established and administers an awards program recognizing leadership, technical achievement, and distinguished service to the quality profession and to the organization. The following are awards that the organization bestows:

Brumbaugh Award	Hromi Medal
Gryna Award	Spencer Hutchens Jr. Medal for Social Responsibility
Crosby Medal	Ishikawa Medal
Deming Medal	Juran Medal
Distinguished Service Medal	E. Jack Lancaster Medal
Edwards Medal	Shainin Medal
Feigenbaum Medal	Shewhart Medal
Freund-Marquardt Medal	Richard A. Freund International Scholarship
E.L. Grant Medal	

Contacts

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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.

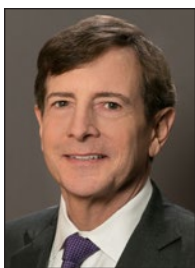
Newton is an ASQ Certified Six Sigma Black Belt (CSSBB), and an ASQ Certified Quality Auditor (CQA).

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.



The Global Voice of Quality®

ASQ Membership

For more than 70 years, ASQ has been the world's largest organization dedicated to quality—enabling quality and continuous improvement to have a strong voice in factories, government, schools, hospitals, and businesses. When members join ASQ, they join a community that connects them with more than 70,000 members dedicated to problem solving in 150 countries who use tools and methodologies to make a difference in businesses and throughout the world.

The essential services delivered to ASQ members include:

- *Networking Opportunities*—ASQ members meet and share best practices in their communities and industries by participating in ASQ conferences, local section meetings, industry-specific forums and divisions, discussion boards, and online communities.
- *Professional Development*—Tools such as training, the ASQ Career Center, certifications, and publications provide members the training and knowledge to advance their careers.
- *Solutions*—Members solve problems and find answers to quality issues, big and small, in the ASQ Knowledge Center. The Knowledge Center is home to the Quality Body of Knowledge (QBOK®). More than 30,000 articles and case studies are available.
- *Access to Knowledge and Information*—ASQ's flagship magazine, *Quality Progress*, along with books and journals, contain classic and current quality principles and theories. Also available to members are timely, quality-related stories with Quality News Today news source and the *The Insider* e-newsletter.

Organizational Memberships

ASQ also provides memberships to companies and institutions. These memberships provide unlimited access to information, multiple networking opportunities, professional development tools, and solutions to help organizations answer questions and reach their goals.

ASQ has two types of organizational memberships: Corporate and Enterprise.

- *Corporate membership* provides all locations and employees of an organization with a customized service and benefit experience. All employees—worldwide—have access to quality tools that help an organization increase productivity and performance; create uniformity of skill sets and drive team participation; apply process improvement techniques more widely; encourage continuous innovation; use quality business management; and reduce training and certification costs.
- *Enterprise Quality Roundtable membership* provides the same benefits as the Corporate membership, plus it provides roundtable interactions for a set of quality peers and for executives. Enterprise Quality Roundtable members have four complimentary registrations to ASQ's World Conference on Quality and Improvement as well as invitations to other exclusive events and the Executive Roundtable. Additionally, Enterprise Quality Roundtable members receive special discounts for ASQ's WCQI and Lean and Six Sigma Conference for all employees.

To learn more about ASQ membership, visit asq.org/join.



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ASQ Global

ASQ supports members in more than 150 countries. As part of a commitment to quality worldwide, ASQ Global was formed in 2008. Its goal is to provide professionals with local access to professional development, credentials, knowledge, and information services, as well as a membership community. As champion of the quality movement, ASQ members are driven by a sense of responsibility to enrich their lives, to improve their workplaces and communities, and to make the world a better place by applying quality tools, techniques, and systems.

Regional Centers

ASQ Global is growing through its Regional Centers in North Asia, South Asia, Latin America, and the Middle East and Africa. Each of these Regional Centers has been established to respond to the needs of people and organizations and to increase the awareness of quality techniques.

ASQ Global at a Glance

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The Global Voice of Quality®

Quality for Life®

ASQ's Quality for Life® initiative consists of stories that showcase quality professionals making a difference at work, in their personal lives, and through volunteer efforts. Members share stories that demonstrate their passion, commitment, and quality skills that make a difference in their communities and throughout the world.

Quality for Life recognizes the easy transference of quality tools from professional to personal life. Stories include how to use quality principles at home to keep life organized, keeping life in order the Six Sigma way, and humorous anecdotes about one quality professional's attempt to institute quality programs at home with spouse and children.

The efforts of those making the world a better place with quality are at videos.asq.org/product-category/channel/quality-for-life.

Advocacy

ASQ plays a key role in providing reliable information on quality-related matters to legislators, policy makers, and the media. We advocate activities and legislation that promote quality in all walks of life.

As part of its efforts, ASQ has been instrumental in the expansion of the Malcolm Baldrige National Quality Award to include categories for education, healthcare, and nonprofit organizations. Our subject matter experts have advised the United States Congress, policy makers, and commissions on various topics of national interest.

ASQ's Public Policy Advisory Council work is focused on these primary areas in Washington, DC:

- Government
- Healthcare
- Various other areas of special interest

Current efforts in the healthcare arena include providing input on quality-related matters to the national debate on healthcare reform. ASQ has offered legislators a set of guiding principles on healthcare reform; provided comments on plans to establish a network of regional health information technology centers; provided comments on the concept of meaningful use as it applies to electronic health records; conducted a forum on health IT issues for the congressional 21st Century Health Care Caucus, and developed a set of assessment tools for the office of the National Coordinator of Healthcare IT.

Recently, ASQ has also urged legislators to acknowledge the value of accredited third-party conformity assessment in legislative efforts to improve food safety in the United States.

Previously, ASQ has been asked to provide input in areas such as IRS reform, transportation security, and election reform.



The Global Voice of Quality®

ASQ Learning Products

ASQ Learning Products is a comprehensive professional-development resource that provides users with the quality concepts, technologies, and tools to improve themselves, their organizations, and their world. ASQ Learning Products houses all of ASQ's learning offerings in one convenient location and is the seamless integration of ASQ training resources. Encompassing all learning events, the system ensures consistent course delivery and offers several features available to ASQ members and nonmembers.

Visit ASQ Learning Products at asq.org/training.

Features of ASQ Learning Products include:

- Provides a clear view of ASQ professional development opportunities over an 18-month period. The calendar allows visitors to view upcoming learning offerings that include courses, seminars, and conferences.
- A list of all available ASQ training, including instructor-led, online, and document-based. Users can browse and locate training quickly, searching by subject areas or date.
- Provides a structured list of knowledge, skills, and abilities that serves as a foundation for users to map the level of competencies needed for various job functions.
- With multiple learning activities available, the career planner helps learners develop a curriculum road map for professional development.
- This personalized plan provides a detailed description of user activities to help learners achieve their education goals and track recertification units.

ASQ Quality Resources

Quality Resources is a one-stop online resource for information related to quality. It includes 70 years' worth of practical and research-based content, tools, and data about defining, achieving, measuring, controlling, and improving quality, created for all experience levels. Gathered from around the globe, ASQ content is peer-reviewed by subject matter experts and published in a variety of formats, all accessible at asq.org/quality-resources.

Features of ASQ's Quality Resources include:

- *Quality Resources' Advanced Search*—Includes 30,000 journal articles, case studies, books, standards, courses, podcasts, and webcasts. The collection is indexed to be searchable by topic, keyword, industry, date, and more. ASQ members have access to online full-text content. Other visitors will find sample content available.
- *Editor's Picks and Hot Topics*—Featured content that changes weekly.
- *Standards Central*—Content for both users and developers of standards. It houses the latest news in standards development, Standards 101 information, and answers to technical questions from "Ask the Standards Team."
- *Submissions*—Contains information for anyone interested in submitting content for ASQ publication. Includes tips for getting published, links to author guidelines, and current calls for content.
- *Ask a Librarian*—Information services exclusively for ASQ members. Professional research assistance is available to help search ASQ's collection, as well as quality- and management-related content from other sources.



The Global Voice of Quality®

Malcolm Baldrige National Quality Award

The Malcolm Baldrige National Quality Award is the United States' highest honor for quality and performance excellence in the categories of manufacturing, service, small business, education, healthcare, and nonprofit organizations. Named after the late 26th secretary of the Department of Commerce, the award was established by Congress in 1987 to enhance the competitiveness of U.S. businesses. The award promotes excellence in organizational performance, recognizes the quality and performance achievements of U.S. organizations, and publicizes successful performance strategies.

The National Institute of Standards and Technology (NIST) manages the award in close cooperation with the private sector. ASQ is proud to assist in administering the award under contract to NIST. ASQ has been involved with the Baldrige Award since its inception in 1988 and has been the sole administrator of the award since 1991.

The Baldrige Award criteria focus on quality as an integral part of today's business management practices. The award applicants are examined by an independent board of examiners in seven areas: leadership; strategic planning; customer focus; measurement, analysis, and knowledge management; workforce focus; operations focus; and results.

ASQ members, quality professionals, and their organizations may consider the criteria as a tool to deliver ever-improving value to their customers and improve their organization's overall performance and capabilities.

International Team Excellence Award Process

Teams from a broad spectrum of industries compete each year for the coveted ASQ Gold, Silver, and Bronze International Team Excellence Awards, which showcase companies that shine in creating innovative solutions and organizational cost-savings. Since 1985, thousands of teams worldwide have participated in this team recognition process. Organizations such as Alcoa, Anheuser-Busch, Bayer, Coca-Cola, Ford Motor Company, General Motors, Johnson Controls, and Ritz-Carlton Hotel Company have showcased proven results with long-term implications, resulting in cost savings of billions of dollars.

For more information on how to participate, email itea@asq.org or visit asq.org/programs/team-excellence.



The Global Voice of Quality®

ASQ Certification

ASQ certification is formal recognition by ASQ that an individual has demonstrated a proficiency within, and comprehension of, a specific body of knowledge. It is peer recognition, not registration or licensure. Since 1968, more than 250,000 individuals have taken the path to reaching their goal of becoming ASQ certified within their field or profession.

Currently, ASQ offers 18 certifications:

- Biomedical Auditor – CBA
- Calibration Technician – CCT
- HACCP Auditor – CHA
- Manager of Quality/Organizational Excellence – CMQ/OE
- Master Black Belt – CMBB
- Pharmaceutical GMP Professional – CPGP
- Quality Auditor – CQA
- Quality Engineer – CQE
- Quality Improvement Associate – CQIA
- Quality Inspector – CQI
- Quality Process Analyst – CQPA
- Quality Technician – CQT
- Reliability Engineer – CRE
- Six Sigma Black Belt – CSSBB
- Six Sigma Green Belt – CSSGB
- Six Sigma Yellow Belt – CSSYB
- Software Quality Engineer – CSQE
- Supplier Quality Professional – CSQP

To learn more about ASQ certification, visit asq.org/certification.