Distinguished Speakers – Industry Solutions

Tuesday, April 11, 2017

Session I: Industry Solutions
8:00 – 9:15 am (Tuesday) – Room 2

Session Chair: Professor Ashok Pundir, National Institute of Industrial Engineering (NITIE), Mumbai, Maharashtra, India

08:00 – 08:25 (Tuesday)

Dr. Kottala Sri Yogi
Assistant Professor, Department of Industrial & Production Engineering
Institute of Technology, Guru Ghasidas Vishwavidyalaya (A Central University)
Bilaspur 495009 (C.G) India

An investigation of process capability indices: a case of soft drinks processing unit

Abstract: The Process capability studies have significant impact in investigating process variation which is important in achieving product quality characteristics. Its indices are to measure the inherent variability of a process and thus to improve the process performance radically. The main objective for this paper is to predict current and future capability of the process to produce products within specification of the soft drinks processing company by in-depth investigation of different soft drinks a premier brands being marketed in India processed by the company meeting the customer’s specification as well as expectations. This paper focuses the investigation in establishing process capability indices of the processing unit. A few selected critical parameters in soft drinks processing: concentration of gas volume, concentration of brix, net content (ml), torque of crotch has been considered for this study. This paper used real time data of soft drinks bottling company which is located in Bilaspur, Chhattisgarh, India. As Process capability studies are being incorporated as a successful quality improvement strategic tool in achieving customer satisfaction. Our research output suggested reduction in process variations in the selected critical parameters of the process. This research work has substantially benefitted the organization by reducing the variation of selected critical parameters achieving zero rejection and improving on time delivery.

Bio: Dr. Kottala Sri Yogi is Assistant Professor in the Department of Industrial & Production Engineering, Institute of Technology, Guru Ghasidas Vishwavidyalaya (A Central University) Bilaspur, Chhattisgarh, India. He has a PhD in Operations Management, which he obtained from one of the Asia’s Premier and oldest technical Institute i.e Indian Institute of Technology Roorkee, Roorkee, Uttarakhand, India. His doctoral thesis was on Analysis of Sustainable Supply Chain Management Practices in Indian Manufacturing Industries. He received Master of Engineering with Distinction Specialising Industrial Engineering and Management from Rajiv Gandhi Proudyogika Vishwavidyalaya Bhopal, India He’s bachelor degree Bachelor of Technology Specialising in Mechanical Engineering in Acharya Nagarjuna University, Guntur Andhra Pradesh, India. He had published more than 15 research papers covering both national and International Proceedings and International Journals. His research interests include Sustainability, Supply Chain Management, Reverse Logistics, Quality Control & Reliability Engineering, product development and Operations Management. He is currently a regular reviewer of twelve top tier referred management journals.

08:25 – 08:50 (Tuesday)

Professor Ashok Pundir
Dean, National Institute of Industrial Engineering (NITIE)
Mumbai, Maharashtra, India

Prof. Ashok K Pundir is working as Professor (Operations Management) and Dean (Student Affairs & Placement) at NITIE. He has completed his Doctoral Program and Post-Graduation in Industrial Engineering from National Institute of Industrial Engineering (NITIE), Mumbai and B. Tech. in Mechanical Engineering from G.B. Pant University, Pantnagar.

Prof. Pundir has more than 31 years of Industrial and Academic experience. He has worked for more than 16 years at The Premier Automobiles Ltd, Mumbai, out of which for 13 years in Industrial Engineering Department and was Head of the same. He was actively involved in the restructuring of manufacturing operations. He also worked as Asst General Manager – Projects at The Premier Automobiles Ltd for more than 3 years for setting up of facilities for FIAT Cars and was instrumental for successful implementation of the same.

For last more than 15 years, Prof. Pundir is working as Faculty Member at NITIE in the area of Industrial Engineering, Project Management, Work System Design, Business Process Reengineering, Manufacturing Systems, Service Operations and Supply Chain Management and is involved in conducting management development programmes for various industrial and research organizations and Post Graduate Programmes in Industrial Engineering and Industrial Management. He is a Member of Board of Governors at NITIE during the year 2014. He has organized and attended many conferences, seminars, training programmes in India as well as abroad. He has published and presented more than 80 papers in various international, national journals and conferences and seminars.

Prof. Pundir is actively associated with various Professional Bodies. He is a Fellow of Indian Institution of Industrial Engineering and also Fellow of Institution of Engineers (India) and Chartered Engineer. He is a Member of Indo-French Technical Association and Member of Global Institute of Flexible Systems Management. He continues to be actively associated with Industrial Engineering Profession and activities of IIIE. He is past Chairman, National Council, Indian Institution of Industrial Engineering (IIIE). In the past, he was Chairman-Board of Examination, Vice Chairman-National Council, and Chairman of Mumbai Chapter of IIIE. He has been actively involved in organizing CEO’s conferences and Annual Conventions organized by IIIE. At present, he is Member of National Council, Board of Examination of IIIE and Member of Editorial Board of Industrial Engineering Journal.

He is a Member of Governing Body of Institute of Engineering and Management, Kolkata. He was a Member of CII-Western Region, Sub-Committee on HR & IR and Environment and Member of FICCI’s Western Region Committee for collaboration between technical institutes and industries. Member of Board of Studies at National Institute of Food Technology and Entrepreneurship Management (NIFTEM), Kundli, Haryana, KJ Somaiya

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For his contribution to the profession of Industrial Engineering, Prof Pundir was awarded “Lillian Gilbreth Award” for the year 2008-09 by Indian Institution of Industrial Engineering. Also for his significant contribution in application of Industrial Engineering techniques in Industry, IIEE had conferred upon him “H K Firodia Award” for the year 1999-2000. Prof. Pundir has received Honour as “Director’s citation for Exemplary service” at NITIE on 28th January, 2003, Republic Day. He has also received award as “Best Professor in Operations Management” by DNA Innovative B-School Award organized by B-School Affaire, Mumbai on 17th February, 2013.


Syed Tanveer Ahmed is currently working as an Operations Research Analyst in Supply Chain Design for Flipkart India Pvt. Ltd., the largest e-commerce organization in India. He earned his B. Tech. in Electrical Engineering from Indian Institute of Technology (IIT) Bhubaneswar, India. He is now working to transform supply chain design through mathematical modeling and optimization and achieve the most simplified, 100% utilized, fastest supply chain network in the country. His research interests include soft computing, simulation, optimization and network design. He is a member of IEEE.

Sarvartha Kanchan is currently working as a Director of Supply Chain Design for Flipkart India Pvt. Ltd. He earned B.Tech. in Electronics and Communication Engineering from Technical University of Uttar Pradesh, India and Masters in Operations Management from ICFAI University, India. Sarvartha has worked in supply chain environment of highly regulated / process driven manufacturing companies like GE Healthcare, Britannia Industries Limited and complex logistics and warehousing domain with Flipkart. He has worked across different supply chain functions namely, Strategic Sourcing, Vendor Development, Process Engineering & Quality, Materials Management and Order Fulfillment. He was responsible for driving efficiency improvement projects in supply chain at a corporate level and was looking at end to end value chain for driving LEAN Six Sigma improvements. Currently he is transforming supply chain design to improve speed, reliability and cost for the logistics function of Flipkart. His interests include vendor development, manufacturing, simulation, optimization, design for six sigma and lean. He is member of IEEE.

Mehran Doulat Abadi is currently a Visiting Senior Research Fellow at University of Technology Malaysia (UTM). He has special interest in examination issues relating to Multi Criteria Decision Making (MCDM), Engineering Management and business excellence including the use of the European Foundation for Quality Management (EFQM) Excellence Model. He holds double Master’s Degrees in Engineering Management with specialization in Quality Management and a Graduate Certificate in Project Management from University of Wollongong, New South Wales, Australia. He has written numerous papers on the topic of quality management and business excellence based on his research and consultative works. His papers have been published in refereed scientific journals as well as international conferences. He is a Registered Professional with Australian Organization for Quality (AOQ) and a senior member of the American Society for Quality (ASQ). He is a Certified European Excellence Assessor in Dubai Quality Award (DQA) program since 2007. He was recently engaged as a senior project coordinator in the Mystery Shopper Service Excellence Project under the directive of Prime Minister’s Office (PMO) in Dubai, UAE.

Edly Ferdin Ramly
Certification Director
EFR Certification
EFR Certification, Johor Bahru, Malaysia

Abstract: Organizations need to diagnose their current operation performance and identify the opportunities for improvement in order to stay competitive. Based on literature, the common operational diagnosis approaches to identify operational improvements opportunities are: 1) Quality Audit; 2) Business Excellence Assessment; and 3) Project Selection for Lean and Six Sigma. While Balance Scorecard (BSC) and Value stream Mapping (VSM) are powerful tools in operation management. Both of the tools have been utilized in operational diagnosis. The presentation provides the case studies in integration approaches to apply BSC and VSM in operational diagnosis to identify operational improvement opportunities in quality auditing, and BE Assessment.

Biography: Presently Mr. Edly is Certification Director and Lead Auditor for various certification schemes including ISO/TS16949. Apart from auditing, he is currently providing Lean, Business Excellence, Quality (ISO9001 and ISO/TS16949), Environment (ISO14001) and Safety (OHSAS18001) management system related consultancy, research and trainings to local and multi-national companies that seek operational improvement and breakthrough. His industrial experience was in the automotive industry. During his stay with the TRW Automotive, he was tasked with the responsibility of promoting and implementing Lean and Six-Sigma within the Organization. Due to his extensive exposure in Lean and Six-Sigma Management System, he was invited by Malaysia Productivity Corporation (MPC) and Asia Productivity Organization (APO) to conduct training in
The area of Lean and Six-Sigma implementation. Mr. Edly Ramly graduated from University of Bradford, UK with Bachelor Degree in Manufacturing System with Management. He then furthered his studies at Sheffield Hallam University, UK and awarded with a Master Degree of Science in Engineering with Management.

12:20 – 12:45 (Tuesday)

Prof. Shekar Babu
Founding Head, AMRITA School of Business, Bangalore
Adjunct Faculty, SUNY, Buffalo, USA
Research & Consulting
AMRITA University, Bangalore, India

Mr. Shekar Babu is the Founding Head of AMRITA School of Business, Bangalore. He started AMRITA School of Business in Bangalore in 2007 in collaboration with SUNY, Buffalo, NY, USA. Mr. Shekar worked as Director, Hewlett-Packard Co., Palo Alto, CA, USA for 11 years and 5 years as a Management Consultant at Price Waterhouse, Los Angeles, CA, USA. Mr. Shekar Babu is also an advisor and on board for a few start-up companies in India. Mr. Shekar Babu is also the Principal Investigator (PI) in developing and implementing CSR Projects since 2006. The 5 CSR projects termed as “Village Resource Centers (VRCs)” were implemented in 5 remote locations of Tamil Nadu and Kerala, in collaboration with Microsoft, HP, CTS, CISCO and ISRO. The projects were focused on Education, Healthcare and Agriculture. The results of these projects were presented in a paper “Enabling Rural Transformation through VRCs” at the International Conference “LifeSkills 2010” which was specifically appreciated by then President of India Dr. A.P.J. Abdul Kalam and Dr. P.V. Indiresan. Mr. Shekar Babu is currently pursuing his Ph.D in “CSR” at AMRITA University. His areas of research include Strategic Corporate Social Responsibility (CSR), Corporate Governance (CG) and Business Ethics. Mr. Shekar received B.E. (Electronics and Communications) degree from Bangalore University, India in 1990 and an M.S. (Computers & Electrical) from California State University, Los Angeles, USA. Mr. Shekar is also an Adjunct Faculty at School of Management, University at Buffalo, NY, USA.

Session III: Industry Solutions
2:30 – 3:45 pm (Tuesday) – Room 2
Session Chair: Dr. Abdul Talib Bon, Universiti Tun Hussein Onn Malaysia

2:30 – 2:55 (Tuesday)

Dr. Abdul Talib Bon
Professor of Technology Management, Department of Production and Operations Management
Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia, Batu Pahat, Johor, Malaysia

Industrial Engineering Solution in the Industry: Artificial Neural Network Forecasting Approach [ID 555]

Dr. Abdul Talib Bon is Professor of Technology Management in Department of Production and Operations Management, Faculty of Technology Management and Business at the Universiti Tun Hussein Onn Malaysia. He has a PhD in Computer Science, which he obtained from the Universite de La Rochelle, France in the year 2008. His doctoral thesis was on topic Process Quality Improvement on Beltline Moulding Manufacturing. He studied Business Administration major in Quality Management at the master’s level in the Universiti Kebangsaan Malaysia for which he was awarded the MBA in the year 1998. He's bachelor degree and diploma in Mechanical Engineering which he obtained from the Universiti Teknologi Malaysia. He received his postgraduate certificate in Mechatronics and Robotics from Carlisle, United Kingdom in 1997. He is Manager of Centre for Technology (Furniture Innovation Technology) from 1 September 2016 and Head of Program Bachelor of Technology Management (Furniture Design and Manufacturing) with Honours from 2014 until now. Before this he was the Deputy Dean (Research and Development) at the Faculty of Technology Management and Business in the Universiti Tun Hussein Onn Malaysia from 2008 until December 2011. Dr. Abdul Talib Bon has had over 28 years experience of teaching in higher learning education. A major part of his teaching experience involves teaching mechanical engineering students in polytechnics. However, from the year 1999, he was given the opportunity to be jointed in the Institut Teknologi Tun Hussein Onn (ITTHO), Universiti Teknologi Malaysia as a lecturer in Mechanical Engineering Department. In this institute, he teaches engineering management and quality control at the under-graduate level. Dr. Abdul Talib Bon has multidisciplinary research interests that encompass industrial engineering, quality management and production and operation management. His completed ten research grant projects include applications of forecasting in industries. His current research project is looking into developing process quality improvement (POI) in manufacturing industries. He has supervised more than 65 undergraduate and postgraduate research projects. He has served as a reviewer for a number of engineering management and computer science conferences and journals as part of his expertise sharing initiatives. He has published more than 150 International Proceedings and International Journals and 8 books. He is also President of Industrial Engineering and Operation Management Society (IEOMS, Malaysia), Council member of Management Science and Operation Research Society of Malaysia (MSORSM), member of International Association of Engineers (IAENG), member of Institute of Industrial Engineer (IIE), USA, member of International Institute of Forecasters (IIF), member of Technological Association of Malaysia (TAM) and associate member of Malaysian Institute of Management (AMIM).

2:55 – 3:20 (Tuesday)
IEOM Industry Solutions  
April 11-13, 2017  
Rabat, Morocco

Mr. Babar is an Industrial Engineer by profession and Lean Six Black Belt certified from USA. He is also a certified Business Consultant and has been involved in numerous training and optimization projects all over the Pakistan. He has published Research papers at many different prestigious forums. Despite being a young professional, he is making continuous strides in the business by being a practitioner of Blue Ocean Strategic mark. Mr. Babar Bilal has been associated with big names in an industry. His clients fall in Sugar, Textile, Hosiery, Education Institutes, Automotive, Oil & Gas domain. He is currently a member of American Society of Quality & running an operation management company aiming to enhance the productivity of organizations in a proficient manner by dealing in Business Process Excellence (Consultancy/Training), Engineering & infrastructure and IT technological domain. Also, he is a co-founder of Titans Institute (E-learning startup). His core expertise/interests includes Process excellence in industrial & healthcare sector, Six Sigma, LEAN, Blue Ocean Strategy, Business Benchmarking, Manufacturing, Simulation and Supply Chain Management.

3:20 – 3:45 (Tuesday)  
**ID 590  Sortation in Ecommerce Logistics in India: Design Principles for Scalability & Flexibility**  
Sachin Raja and Swadesh Srivastava, Flipkart Internet Private Ltd., Bangalore, Karnataka 560034, India

Sachin Raja is currently working as Architect in Automation Design department in Flipkart Internet Pvt Ltd and is involved with end-to-end material handling automation projects. Previously he has worked for leading companies like Siemens & Beumer. He has done his MBA through Symbiosis and bachelor studies in Electronics Engineering from Nagpur University.

Swadesh Srivastava is currently Director of Automation Design at Flipkart. Prior to Flipkart, he has worked at leading technology companies like Intel, Lam Research and Apple in the US. He is a technology leader with diverse global experience across R&D, Product Development, Design & Operations in different industries such as ecommerce logistics, consumer electronics, semiconductors, high-tech equipment. He has a PhD from University of Minnesota and B.Tech from Indian Institute of Technology. Swadesh is also active in non-profit sector, playing executive & entrepreneurial roles.

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Session IV: Industry Solutions  
4:00 – 5:15 pm (Tuesday) – Room 2  
Session Chair: Dr. Franz-Josef Kahlen, Owner and MD, Kahlen GPS, Cape Town, South Africa

4:00 – 4:25 (Tuesday)  
**Mr. Abdul Mannan**  
Adjunct Professor, Department of Computer Science and Information Technology (CSIT)  
The University of the District of Columbia  
Washington, DC, USA

*Bio:* Mr. Abdul Mannan is an Adjunct Professor at Department of Computer Science and Information Technology (CSIT), The University of the District of Columbia, Washington, DC, USA. He is a Software Engineer at Social Security Administration. Mr. Mannan was a Software Developer at EDS, an HP Company for more than five years. He was a Software Engineer at CompSci Resources for three years. Mr. Mannan has earned Master of Science (MS) in Computer Science from New York Institute of Technology, USA and Bachelor of Science in Civil Engineering from Khulna University of Engineering and Technology, Bangladesh.

4:25 – 4:50 (Tuesday)  
**Ghizlane ELBOK**  
Division Head, Business Reengineering and Project Management Office (PMO)  
Toyota du Maroc S.A.R.L and  
Researcher, AMIPS Research Team, EcoleMohammadia d'Ingénieurs (EMI)  
Mohammed V University, Rabat, Morocco

PMP (Project Manager Professional) and ITIL (Information Technology Infrastructure Library) Certified

Ghizlane ELBOK earned MS/BS in computer sciences in 2004 from the Ecole Mohammadia d’Ingénieurs (EMI), University Mohammed V, Rabat, Morocco. Currently, a PhD student since 2015 at AMIPS research team with 10 years’ experience in project management field. Mrs ELBOK’s research interest is actually focused on the area of Project Portfolio Management. Since 2013, she is a Division Head in charge of Business Reengineering and Project Management Office (PMO) at an automotive company in Morocco. She led the PMO creation and implementation in this company after being in charge of IT Business applications and governance for more than 7 years. She is also PMP (Project Manager Professional) and ITIL certified.
Dr. Franz-Josef Kahlen, AFAIAA, AIAA SciTech14 GEPC Tech Chair
Owner and MD, Kahlen GPS, Cape Town, South Africa
Associate Professor, Department of Mechanical Engineering
University of Cape Town, Upper Campus, Rondebosch, South Africa

Dr. Franz-Josef Kahlen is an owner and managing Director of Kahlen GPS, Cape Town, South Africa. Prof. Kahlen is an associate professor in mechanical engineering at the University of Cape Town, South Africa. He received Dipl.-Ing from RWTH Aachen, Germany, MSc from University of Tennessee, USA and Ph.D. from University of Central Florida, USA. His research areas are manufacturing and operational excellence, systems thinking/problem solving and lasers and photonics. Dr. Kahlen focuses on operational excellence using the principles of lean manufacturing for engineering competency development. Research is underway to understand the human and engineering factors in complex systems and complex system failures, and to identify the lessons learned from such research. He has published about 35 papers in journals and conferences and hold 2 US-patents for a Rapid Manufacturing process together with co-inventors and provisional South African patents.

Wednesday (April 12, 2017)

Session V: Industry Solutions
8:00 – 9:15 am (Wednesday) – Room 2
Session Chair: Dr. Andrea Chiarin, University of Ferrara and Chiarini & Associates, Italy

08:00 – 08:25 (Wednesday)

Hisham A. Raheem
Head, Streamlining and Transformation, Technology and Innovation Organization
TASNEE (National Industrialization Company)
Al-Jubail Industrial City, Saudi Arabia

Hisham A Raheem, is a PMP certified Industrial Engineer with a Post-Graduation in Management and 10+ years of experience driving corporate & site-wise, manufacturing, productivity or OE management system improvements in petrochemicals manufacturing, maintenance, R&D and Information Technology industries. He has also performed an OSM role, covering 25+ BSCs and 50+initiative charters over 6 years across five manufacturing and five services industries. He recently led a maintenance optimization project resulting in multi-millions of dollars in annualized savings, 25-50% reduction in daily non-value added activities, in addition to improving safety, MTTR, process efficiencies, people capabilities and behaviors. The overall program was winner of the 2015 Oil, Gas & Refining – Petrochemicals Middle East (RPME) Operational Excellence project of the year award.

He has authored or co-author company standards and process maps on a range of topics including Enterprise Risk & Strategy management, Sustainability, Reliability & Maintenance, EHSS, Project Management, Product stewardship, CSR, Employee Engagement, Responsible Care® and Auditing. In addition to an Executive Education in ‘Business Dynamics’ from MITs Sloan School of Management, Hisham’s other certifications include ISSP-Sustainability Associate, IRCA-Provisional Auditor-QMS, Lead Auditor-ISO 9001, Internal Auditor-OHSAS 18001 & ISO 14001. He is a member of the Institute of Industrial & Systems Engineers (IISE), International Society of Sustainability Practitioners (ISSP), ASQ & PMI to name a few. He has trained and coached leadership, middle management and high-potential Employee levels and has presented at conferences in UK, UAE & KSA. Hisham enjoys volunteering activities including conducting workshops on personal effectiveness for school students and teachers. He is currently heading the Streamlining and Transformation function of TASNEE’s R&D division and responsible for the integration of operational processes and structures of recently merged R&D centers across the globe.

08:25 – 08:50 (Wednesday)

Mohamed Salaheldin
Quality Assurance Sector Manager
Sidpec, Alexandria, Egypt

Culture of Improvement Influences Management System Development – A Case Study about ISO 50001 implementation & ISO 9001:2015 Transition

Mohamed Salaheldin is Quality Assurance Sector Manager at Sidpec; Sidi Kerir Petrochemicals Co. and acting as Company Energy Manager. He is a PhD researcher, Production Engineering Department, Alexandria University, Egypt. He earned his M.Sc. in Industrial and Management Engineering 2008 from Arab Academy for Science and Technology and Maritime Transport, Alexandria, Egypt. He earned his B.Sc. in Electrical Communication and Electro-Physics 1996 from Electrical Engineering Department, Faculty of Engineering; Alexandria University. He has about 20 years of experience with background in oil & gas and petrochemicals in multiple disciplines including automation maintenance and technical studies, quality improvement, and energy efficiency. He is certified Lean Six Sigma Black Belt and UNIDO qualified Energy Management System Expert. He has written or co-authored some articles on multi-criteria decision making.
Andrea Chiarini, MEng, CEng, PGDip BA, MA, Ph.D.
Visiting Professor, University of Ferrara, Italy
Managing Director, Chiarini & Associates, Bologna, Italy

How ISO/TS 16949 certification can improve performance results through Lean Six Sigma tools and principles: A case study from Italy (ID 178)
Andrea Chiarini, University of Ferrara, Italy
Cherrafi Anass, Cadi Ayyad University, Morocco

Dr. Andrea Chiarini is a Visiting Professor at Ferrara University (Italy). Andrea Chiarini received a Master Degree in Electronic Engineering (100/100 cum laude) and a Post Graduate Diploma in Business Administration from Bologna University, Italy. He has also been awarded a Master of Arts (MA) in Social Science and Research Methods (Organisation and Management) at Sheffield Hallam University, UK and a PhD in the ‘TQM and Business Excellence’ subject. Dr. Chiarini is a senior member of American Society for Quality (ASQ). Dr. Chiarini has been working and researching on subjects such as Operations Management, TQM, Lean Six Sigma, Logistics, Production Management and CSR. As yet he has published more than 50 papers. He is also Managing Director at Chiarini & Associati, Italian consulting firm. This latter has been managing consultancy projects inside world-wide companies such as: ABB, Barilla, Bulgari, Bridgestone, Continental, Ducati Motor Holding, Lamborghini, Fiat, Ferrari, Scavolini, Tyco, Tetrapak, etc. Dr. Chiarini is on the Editorial Board of 4 peer-reviewed journals which include some prestigious journals such as: Business Strategy and the Environment, Journal of Manufacturing Technology Management, Leadership in Health Services, The TQM Journal. He is chief-in-editor of a Springer series dedicated to Operations Management (MEOP).

Session VI: Industry Solutions
11:30 am – 12:45 pm (Wednesday) – Room 2

Session Chair: Paul Liu, Director, Automotive Architecture, Renovo Motors, Sunnyvale, California, USA

11:30 – 11:55 (Wednesday)

Mouna Al Ibrahimi
Supply Chain, OE & Commercialization Manager, MENA
The Coca-Cola Company
Morocco

The Operational Excellence Model in the Coca-Cola System
More than 20 yrs experience in supply chain, manufacturing and operational excellence in FMCG industry

Mouna holds a degree in Mechanical Engineering (Ecole Mohammed des Ingenieurs, 1995) and has completed a Master in Business Administration (CSG de l’ISCAE, 2000) and a Master in Telecommunication (France Telecom / OFPPT, 2002). She also has professional accreditations in Project Management, Supply Chain Management and Total Productive Manufacturing/Management from renowned organizations (respectively PMI, APICS, JIPM).

Mouna held several positions in manufacturing and supply chain. She worked 5 years at Colgate-Palmolive Morocco in new product/package commercialization and in industrial engineering, and played critical role in the implementation of an ERP/MRP (Enterprise Resources Planning).

In 2000, Mouna joined Unilever, where she held several positions of growing responsibility, from factory performance improvement to capital projects manager, in Supply Chain management. Specifically, Mouna worked on design, building and implementation of a central logistics platform. Then moved as Supply Chain Manager for both Food and Health & Personal Care categories in Morocco. In that position, she was responsible for the entire supply chain for 2 plants, 250 SKU’s, 400 employees, and the merge of the 2 plants into one.

In 2008, Mouna joined Coca Cola as Supply Chain Improvement manager for the Middle East & North Africa ‘MENA’ region (33 countries/80 plants) and since 2009, she led the Operational Excellence (OE) program deployment and in 2011 took, she over the same responsibility for a wider territory; the Euraasia & Africa Group (88 countries/250 plants) where it was recognized as a great success in the system. From 2013 until now, she had an additional responsibility to look after the new product commercialization within MENA region.

11:55 – 12:20 (Wednesday)

Dr. Arnold Gia-Shuh Jang
Vice President, Inventec Ventures
Inventec Corporation
Santa Clara, California, USA

Human Computer Interactions (HCI)

Dr. Arnold Gia-Shuh Jang is Vice President, Inventec Ventures of Inventec Corporation (TWSE: 2356.TW) since Jan. 2, 2014. Inventec is a leading ODM provider of servers for enterprises and cloud computing, notebooks, smartphones, wearable and IoT devices, with annual sales of US$15B. With the digitalized trend, Inventec also steps into fields of consumer electronics, mobile communications, wireless integrated solutions in the hope of providing customers the best products and service. Dr. Jang led Inventec’s strategic investments at Ignition Design Labs, Rescale, CloudMosa, SKSPruce, Kinwaytech (TPEx: 6516), VoiceBox, Sensel and Qeexo. He serves as board of director at VoiceBox, CloudMosa and SKSPruce, and as board observer at Ignition Design Labs, Linc, Kinwaytech, Sensel and Qeexo. He was Vice President, Investment and Alliance Management, of Inventec Appliances Corp. (IAC) in Taiwan from Oct. 1, 2004 to Jan. 1, 2014. He was responsible for IAC’s investments at TomTom (AEX: TOM2.AS), AutoNav (NYSE: BABA), InvenSense (NYSE: INNV), WIN Semiconductors Corp. (TWSE: 3105.TW), Huga Optotech (TWSE: 2448.TW) and Impinj (NASDAQ: PI). IAC is a global leader in smart handheld devices and internet appliance solutions, specializing in multimedia, broadband and wireless technology convergence. With integrated engineering design and manufacturing capabilities, IAC provides world-renowned ODM customers
innovative products and solutions to address the latest high-potential market trend – connected anytime and anywhere. Headquartered in Wugu Industrial Park, Taiwan, IAC was traded on the Taiwan Stock Exchange market under ticker symbol (TWSE: 3367.TW) from 2005 to 2011. IAC was fully acquired by Inventec in Oct. 2011.

Before joining IAC in 2004, Dr. Jang was Senior Investment Manager of Technology Associates Management Company, Ltd. (TAMC), a venture capital firm in Silicon Valley, CA and Plano, Texas, USA, from 1999 to 2004. He was responsible for TAMC’s investments at Fortinet (NASDAQ: FTNT), Integrated Telecom Express (NASDAQ:ITXI), Linkup Systems (acquired by NeoMagic (NASDAQ:NMGC)), Plato Design Systems (NASDAQ: CDNS), Asset InterTech, QPix, Lynxworks, Tapwave, RFco, Geometric, Quindi and IP Dynamics. He was actively involved with TAMC’s investments at NetScreen Technologies (NASDAQ:JNPR), AltiGen Communications (NASDAQ:ATGN) and Applied Optoelectronics (NASDAQ:AAOI).

Dr. Jang was Vice President of Intelligent Trading Systems unit of Springfield Financial Advisory, an affiliate of the Morningside Group, from 1993 to 1999. As a hedge fund manager specialized in technology sector, he closely followed the market trends, technology innovations, manufacturing and global logistics of major listed technology companies in Taiwan and USA.

Dr. Jang received Ph.D. and MS in Electrical Engineering from the National Taiwan University at Taiwan in 1993 and 1989, respectively. He received BS in Electronic Engineering with honors from the Tamkang University at Taiwan in 1987.

12:20 – 12:45 (Wednesday)

**Paul Liu**
Director, Automotive Architecture
Renovo Motors
Sunnyvale, California, USA

*Safety and Reliability of Autonomous Driving Products*

Paul Liu is Director of Automotive Architecture at Renovo Motors in Campbell, California. He holds a B.A.Sc. In Electrical Engineering from The University of British Columbia and an Executive M.B.A from Simon Fraser University. He is a serial innovative entrepreneur who has over 23 years of experience in the semiconductor and transportation industries. At Renovo Motors, Paul is responsible for developing a vehicle based product to support the Autonomous Driving functionality. He has published papers and made presentations at the SAE World Congress and other industry publications. Prior to Renovo Motors, Paul held executive management positions at Tula Technologies, Sentient Energy, Trimble Navigation, SiRF Technology, and ISM-BC. He is a member of the Society of Automotive Engineers, Project Management Institute, and the Association of Professional Engineers of British Columbia.

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**Ms. Resh Plaha, BSc (Hons), IoD, IRCA, ACQI**
Crystal Quality UK Ltd

Ms. Resh Plaha sits on the UK’s Chartered Quality Institute ISO9001:2015 Review Panel which reports directly into the ISO Geneva Head Office, ISO Technical Committee 176: Quality Management and Quality Assurance. Resh is also a member of the International Register of Certificated Auditors (IRCA) Advisory Panel responsible for providing thought leadership on the development, promotion and publication of audit methodologies, auditor competencies, auditor training and continuous professional development. Resh is a registered Lead Auditor with IRCA and a Member of the Institute of Directors. She is Managing Director of Crystal Quality UK Ltd, a private company offering bespoke project management consultancy and training services to organisations seeking registration to international standards in Quality Management Systems, Environmental, Health and Safety Systems including Food Safety. Major clients include Mercedes-Benz UK Ltd; the Ministry of Defence; Food and Beverage suppliers to Marks and Spencer plc; Central and local UK Government; Aerospace and other capital goods manufacturing organisations. Resh has a wealth of industrial and management experience that spans over 30 years in Quality Management Systems, commencing in the Food Industry before joining SGS, the international leading certification company. She is a highly experienced trainer and international speaker having personally delivered numerous short public IRCA approved training courses to delegates worldwide. Resh has presented at international conferences, delivered entrepreneurial and quality training at Singapore Nanyang Technological University, Hong Kong Polytechnic University and is a guest lecturer at Loughborough University, United Kingdom. She is a strong advocate of women’s business roles in society and believes in leading by example.

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**Dr. Tagwa Ahmed Musa**
Associate Professor
Dean – College of Petroleum Engineering and Technology
Sudan University of Science and Technology
Khartoum, Sudan

Dr. Tagwa Ahmed Musa Mohamed is an Associate Professor and Dean – College of Petroleum Engineering and Technology at Sudan University of Science and Technology, Khartoum, Sudan. Her specialist is Petroleum Engineering. She is the first woman in Sudan has a Ph.D. in Petroleum Engineering. She has a good contribution locally, globally, and internationally.
Dr. Ilham Kissani
Assistant Professor of Engineering & Management Science
School of Science & Engineering
Al Akhawayn University, Ifrane, Morocco

Dr. Ilham Kissani is an assistant professor in the field of engineering management for the School of Science and Engineering at Al Akhawayn University in Ifrane, Morocco. She has served as the main advisor and lead instructor for the undergraduate and MS programs in Engineering and Management Systems since 2010. She has helped create very close ties with the AUI School of Business Administration, which allows both schools to leverage our resources and deliver a greater diversity of courses to students, such as supply chain management and operations management. Her background is diverse and includes industrial experience as well as academic. Her degrees are from INSEA, Morocco (Engineer) and Université Laval, Canada (Master and Ph.D). She has worked with Royal Dutch Shell as a project manager and with Modellium Québec, where she consulted in logistics and supply chain issues. Additionally, Dr. Kissani contributes in research in supply chain management, planning, and operations research. She is a member of ASEM, IEEE, IEOM, IIE, INFORMS.

Dr. Noha Mostafa
Assistant Professor, Department of Industrial Engineering
Zagazig University, Egypt

Dr. Noha Mostafa is an assistant professor in the department of Industrial Engineering of Zagazig University, Egypt. She received her B.Sc. in Industrial Engineering from Zagazig University in 2007 and earned her M.Sc. from Zagazig University in 2012. She was a visiting PhD student in Tokyo Institute of Technology, Japan in 2016. She will get her PhD in Industrial Engineering and Management from Egypt-Japan University of Science and Technology (E-JUST) in 2017. Her research interests include supply chain management, logistics management, operations research, and statistics. She has many journal and conference publications in addition to a book chapter.

Noha is a wife since 2010 and she has a 5-year-old daughter, she believes that she would never have been able to succeed in her work and research without the support of her family.

Session VIII: Industry Solutions
4:00 – 5:15 pm (Wednesday) – Room 2
Session Chair: Dr. Norzima Zulkifli, Universiti Putra Malaysia (UPM), Malaysia

4:00 – 4:25 pm (Wednesday)

Dr. Trinath Sahoo
Deputy General Manager
Indian Oil Corporation Ltd., India

Trinath Sahoo is a mechanical engineer with good academic and profession standing. He currently holds the post of Deputy General Manager, IOCL (Indian Oil Corporation Limited) with 20 years of experience in technical and management fields. He has completed Ph.D. from prestigious Indian Institute of Technology. His key expertise areas are innumerable. A few of them are project engineering design, project implementation, process plant maintenance, troubleshooting and analysis of rotating equipments, etc. He has worked as the Plant Turnaround Engineer for various projects and companies. He has published papers in various international magazines and conferences. He has thorough knowledge on pumps operation and maintenance, compressor operation and maintenance, shutdown management, maintenance and reliability, project management, asset management, advanced maintenance strategies etc. He has published several papers in international journals like Hydrocarbon Processing, Chemical engineering, Chemical engineering progress etc. He has published a book on Process plant – Shutdown and Turnaround management thru Taylor and Francis, USA. A leader in workshops, and a public speaker in various nation-wide / international conferences held at Egypt, London, Canada, Germany, South Africa, etc. He is a very motivating and enchanting personality.

4:25 – 4:50 pm (Wednesday)

Professor Donald M. Reimer
Adjunct Faculty – A. Leon Linton Department of Mechanical Engineering
Lawrence Technological University, Southfield, Michigan, USA

Donald M. Reimer is an adjunct faculty at the A. Leon Linton Department of Mechanical Engineering in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is a Certified Management Consultant with over 35 years of experience in working with closely-held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship and innovation for engineers. Mr. Reimer is a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate Entrepreneurs’ Organization. Mr. Reimer serves as a Kern Fellow of The Kern Family Foundation, Co-Direct of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs’ Organization Faculty Advisory Council and is a member of the American Society of Engineering Education.
Mr. Reimer has served as an adjunct faculty member at Lawrence Technological University for over twenty years. He has operated his own consulting company – The Small Business Strategy Group for 23 years. He published numerous articles on small business, entrepreneurship and strategic thinking. Mr. Reimer conducted workshops and seminars for trade associations, chamber of commerce organizations and private companies. He has received several awards and recognition by local, state and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer served as member of the Minority Economic Development Committee of New Detroit. Mr. Reimer is member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer is a member of Advisory Board of the Milwaukee Junction Small Business Assistance Center. He is also a member of the Applied Innovation Alliance. Mr. Reimer serves as a KEEN Fellow for The Kern Family Foundation and is a member of United States Association of Small Business and Entrepreneurship.

4:50 – 5:15 pm (Wednesday)

Dr. Daw Alwerfalli
Professor of Mechanical/Manufacturing Engineering
Director of Master of Engineering Management Program, College of Engineering
Lawrence Technological University, Southfield, Michigan, USA

Prominent professor, senior technical industry consultant and manufacturing engineering educator with a tremendous expertise in program and curriculum development in higher technical education. Highly experienced and dedicated community leader with great ability to work with an array of constituencies and coalitions in developing shared organizational vision to create and implement strategies aimed at advancing common causes to accomplish goals in fulfillment of the organization's mission. Highly perceived expert and industrial advisor. He is the founder of Manufacturing Engineering Solutions (MES) a consulting firm founded in 2000. He is senior technical consultant and strategist to the US manufacturing industry. MES developed executive training programs to numerous organizations such as Chrysler, Ford, GM, Exxon Mobil, Conco Philips, Marathon and Tier I and II suppliers to the US auto industry and other international companies. Published numerous research papers in many national and international conferences.

Dr. Alwerfalli is a recipient of many prestigious awards including, the 2009 Arab American of the year in education, 1997 Lawrence Tech. Excellence in Teaching Award, 2004 Outstanding Engineering Faculty. He serves on many boards of directors, he also served on the Advisor Council of the Governor of Michigan for the Arab American and Chaldean Affairs Committee. He is currently serving on the steering committee of MAT 2 for dual education where he is a lead assessor to evaluate colleges for readiness in joining MAT 2 coalition of several German US based companies. Dr. Alwerfalli is also serving on the steering committee of “LIFT” Lightweight Innovation for Tomorrow. The committee is to develop innovative educational curriculum and skills for the next generation workforce for the Michigan, Ohio, Indiana and Tennessee under $148 Million, a federal grant for the year 2015-2016. For several years, Dr. Alwerfalli served as the academic advisor of many doctoral students who obtained their doctorate degrees and are currently leaders in the US auto industry.

IEOM Student Chapter at Al Akhawayn University, Ifrane Morocco

FACULTY ADVISOR:
Dr. Ilham Kissani
Engineering & Management Science
School of Science & Engineering

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