



**SRMEK - Serbian Association for Quality**

mob | +381 63 253-453 |

tel | +381 34 302-440

www.srmek.org | office@srmek.org

Republic of Serbia | 11000 Belgrade

Balkanska 11/2a



**EFQM**  
National Partner

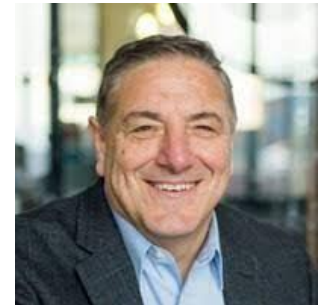


*June 29-30, 2021, Belgrade, Serbia*

## BIOGRAPHICAL NOTE

### **Dr Joseph A. DeFeo**

Juran Institute CEO, Southington, Connecticut, USA



Chairman and CEO of Juran, is recognized as one of the world's leading experts on transformational change and breakthrough quality management.

For 28 years, Dr. DeFeo has worked as a trusted adviser helping business leaders increase sales, reduce costs and improve its customer experience through the deployment of performance excellence programs. These include Business Process Quality Management, Lean, Six Sigma, Strategy Deployment and Change Management.

Dr. DeFeo has ushered the Juran Institute into Juran to support a new age of business improvement by successfully building on universal principles pioneered by Dr. Joseph Juran nearly 60 years ago and infusing current thinking and strategies around performance excellence and transformational change.

Dr. DeFeo has written numerous popular texts. To name a few, the most recent being the 7<sup>th</sup> Edition of Juran's Quality Handbook, The Complete Guide to Performance Excellence; the "go to" resource for quality management and performance improvement leaders, co-authored with Dr. Joseph M. Juran. Secondly, Juran's Quality Essentials for Leaders, provides a concise message delivered for leaders to teach them how to embrace quality, not fight it, to be a globally competitive enterprise. Lastly, Six Sigma Breakthrough and Beyond which Joe co-authored with his late mentor, Dr. William Barnard.

DeFeo's belief that a relentless customer focus and integrity drives business results was recently noted by Steve Denning of Forbes.com. "By re-focusing primary attention on the customer and on exceeding the customer's expectations, the Juran Quality Handbook has done quality management a great service."

A frequent motivational guest speaker at international conferences, Dr. DeFeo has presented in over 30 countries.