



JOSEPH A. DEFEO

Joseph A. DeFeo is President and Executive Coach at Juran Institute, Inc. As a leading Executive Coach he is recognized for his training and consulting experience in enabling enterprises to achieve business excellence worldwide. His varied areas of expertise include: coaching executives to understand key factors in driving enterprise-wide change programs as well as developing and deploying breakthrough management principles like Lean and Six Sigma, strategic quality planning, and business process improvement.

In serving a wide range of businesses as a senior level trainer and coach, Mr. DeFeo works with his team to increase sales, reduce costs, and improve customer satisfaction through the deployment of system-wide business process improvements. He has supported executives in industries such as consumer products, defense, financial services, government, healthcare, higher education, and manufacturing.

Mr. DeFeo's research and counsel is published widely in many international publications, including: *Assembly Engineering*, *CIO Magazine*, *Industrial Management*, *Ivey Business Journal*, *MWorld Magazine*, *Pharmaceutical Processing*, *Productivity Digest*, *Quality Digest*, *Quality Progress* and *Quality in Manufacturing*, *Wall Street Journal*, and others.

Mr. DeFeo is the co-author of two books. *Six Sigma Breakthrough and Beyond*, co-authored with the late Dr. William W. Barnard and published by McGraw-Hill in 2004, is a popular resource and presents a roadmap for integrating Lean and Six Sigma into the strategic and tactical framework of an enterprise. With the goal of helping managers at all levels learn the benefits of moving beyond initial Six Sigma efforts to achieve sustainable bottom line results, this book provides insightful, energetic and at times humorous means to illustrate and develop executive role understanding. His most recent publication, *Quality Planning and Analysis for Enterprise Quality* was co-authored with the late Dr. Frank Gryna and Dr. Richard Chua. This university text is used by more than 55 professors around the country and has also emerged as a standard for training quality engineers and Black Belts.

As a frequent guest speaker at international conferences sponsored by organizations such as the American Society for Quality, Association for Manufacturing Excellence, the Conference Board, WCBF, Oracle, the IQPC, and Ixperion, attendees consistently rate his presentations as one of the best. He has been a guest lecturer at MIT Sloan School of Management, Columbia University, and New York University.

Mr. DeFeo serves on the advisory boards of the Joseph M. Juran Center for Leadership in Quality at the University of Minnesota's Carlson School of Management, the American Society for Quality Six Sigma Forum, and the Organizational Compliance and Ethics Group. He is a member of ISSSP and ASQ.

Mr. De Feo earned his MSA from Western Connecticut State University and holds a BS degree in Industrial Education from Central Connecticut State College.