

Executive Panel

QUALITY AND CORPORATE MANAGEMENT

Chair of the Panel: Marcos E. J. Bertin,
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To improve the quality of the enterprise in today's highly competitive markets, good management is essential, but it is not enough. Also needed is good governance with an effective and independent Board of Directors guiding and assuring that management successfully implements its strategies and plans. Very often the effective implementation of a demanding strategy requires a structural improvement and adaptation of the management systems, policy, strategy, culture, structures and processes which are the principal focus areas for the governance and management of the organization.



The IAQ Quality in Governance Think Tank was established in 2005 with the purpose to contribute to the practice of Governance in all spheres, but particularly:

- in corporations
- through effective utilization of quality concepts
- for equitable and sustainable growth
- without causing harm to the Planet Earth

For more information about our Think Tank see: <http://www.iaqweb.org/thinktanks.asp>

It is a privilege and honour to have three outstanding panellists, top Managers from Japan, Europe and U.S.A. They will introduce their approach and experiences to improve the quality of their organizations to be more competitive and successful.

Following the lectures, the Panel will discuss the following issues:

- Most countries today have National Quality Awards. In some cases the model used for excellence includes the role of the Board of Directors. In the opinion of the Panel, Governance should be included or its weight increased based on a formal Board evaluation?
- In the coming future significant changes that are without precedent will probably reset global markets. Biotechnology, nanotechnology, and robotics are examples of the “exponential technologies” that are projected to have a high impact on economies, environment and business. However, the majority of companies in the world are SME's and many are family owned. In the opinion of the Panel what should they do to identify new commercial opportunities and minimize their risk of obsolescence in this fast-changing future?
- One of the rules for developing more responsible Boards of Directors emphasizes the role of independent directors. How can individuals be identified who are able to fulfill this demand while at the same time offering substantive advice to senior management? What qualifications do the members of the Panel believe are most important when seeking out independent Board members?
- Within the functional organization of a company the role of Chief Quality Officer is independent of the key operating functions of R&D, marketing, and production and, as a result, is able to facilitate cross-functional improvements. The same is true of both Human Resources and Information Technology. But, the Finance function is not truly independent as it exists to serve the owners. What ideas can the Panel suggest about how these so-called three independent functions can help to support an independent Board of Directors?

The short bibliographies of the Chair and Lecturers you can find in alphabetic order:

<http://eoq.hu/iaq/biographyv.pdf>