

**POM 2010 Martin K. Starr Excellence in
Production and Operations Management Practice Award
Dr. Krishan Kumar**

The *Martin K. Starr Excellence in Production and Operations Management Practice Award* has been instituted by the Production and Operations Management Society (POMS) to recognize contributions made to the field of Production and Operations Management (POM) by POM practitioners. The award is based on exceptional quality of contributions to the POM field and is presented to an individual who has done an exceptional job in making advances in the practice of POM, promoting the profession, making an impact, and building a linkage between industry and academics. These contributions are not restricted to a single organization and may span time spent at several organizations during the career of the candidate. The cumulative contributions made by the candidate during his/her career are evaluated. It is an international award and is open to all POM practitioners from around the world. It is POMS' most prestigious award to recognize a practitioner and industry leader.

The POMS' Board in its annual meeting held on April 28, 2006 in Boston, U.S.A., unanimously approved that the award be named after Dr. Martin K. Starr. The POMS' Board in its deliberations noted that Dr Starr has contributed to POMS and its activities since its inception and has been a constant source of guidance and inspiration to POMS. Naming this award after him is indeed a great recognition of his services to the POM profession in general and the POM Society in particular.

The first four recipients of the award are: Ms. Erin J. Wallace (2009), Dr. Dino Petrarolo (2008), Dr. Corey A. Billington (2007) and Mr. Lee Cockerell (2006). All four recipients are the most esteemed members of the POM field. Ms. Erin J. Wallace serves as Senior Vice President of Operations Integration Line of Business for Walt Disney Parks & Resorts®. Dr. Dino Petrarolo is the Managing Director at Shatterprufe, South Africa's Automotive Glass Manufacturer; and prior to his current position, Dr. Petrarolo served as the Global Head of Manufacturing Development, SABMiller plc, Sandton, South Africa. Dr. Corey Billington, recently returned to the world of Academia as Professor of Operation Management and Procurement at IMD in Lausanne, Switzerland after having worked as Senior Vice President for Hewlett Packard (HP). Mr. Lee Cockerell is a consultant, author, and speaker, now retired as the Executive Vice President of Operations for the Walt Disney World® Company.

The committee for the 2010 award unanimously selected, from among a slate of excellent candidates, Dr. Krishan Kumar to be the recipient of this year's award. Dr. Krishan Kumar, who is the Director of Maruti Automotive Center of Excellence since 2007, has made outstanding contributions to the performance and business growth of Maruti-Suzuki India Limited through his innovative ideas in improving quality, productivity and competitiveness of this benchmark automobile company in India. Maruti-Suzuki India Limited is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. It is the largest automobile manufacturer in South Asia.



Dr. Krishan Kumar started his career in Maruti-Suzuki India Limited in 1985 as a Senior Deputy General Manager, responsible for setting up of six joint venture companies. He was posted to Engineering Division as General Manager in 1987 and was made responsible for engineering, quality assurance, parts inspection, and after sales service. He was appointed as Chief General Manager (Engineering & Quality Assurance) in 1990. He worked as a Director for the period 1992-2003 and as

an Advisor from 2003-2007. Prior to joining Maruti-Suzuki, Dr. Kumar worked in Indian Railways in many senior positions (1962-1985).

Dr. Kumar was responsible for setting up of Joint Ventures to accelerate the pace of localization of components for Maruti-Suzuki vehicles and to bring in new technology in the country from 1985-1987. These joint ventures contributed to a localization content of 24 % of the total value of the vehicle and were established in areas where technology was of critical nature and assistance was needed from Japanese companies.

As General Manager of the Engineering division, Dr. Kumar established the quality systems that were in line with the international requirements and as a result Maruti-Suzuki could export vehicles to countries that include: France, Netherlands, Belgium, U.K, Italy and Chile. In recognition of these efforts, Maruti-Suzuki received the Engineering Promotion Council (India) award in 1991-92 and 1992-93. Under Dr. Kumar's leadership, Maruti-Suzuki won the CII Exim Bank Excellence award in 1998. This award is based on European Foundation for Quality Management (EFQM) that recognizes the importance of leadership, processes, people and continuous improvement in overall development of the company.

Dr. Kumar was closely associated with M/S Krishna Maruti Seats Division, India (2005) and, Asahi Glass, India (2007) during their preparations for the Deming Award that helped them to win this prestigious award. Due to Dr. Kumar's efforts to improve service quality and customer satisfaction, Maruti-Suzuki ranked # 1 for eight years in a row (2000-2007) in customer satisfaction surveys conducted by JD Power Asia Pacific. In addition Maruti Suzuki could also bag the Initial Quality Award (IQS) from JD Power Asia Pacific in the years 2003, 2004 and 2005.

Dr. Kumar has been a recipient of many prestigious awards that include: Bajaj Auto-NIQR Outstanding Quality Man Award (2002) by the National Institution for Quality & Reliability, Chennai, India, Fellow of SAE International, USA, (2008), Lifetime Achievement and Strong Leadership for National Cluster Movement award by Confederation of Indian Industry, New Delhi (2009) and Ashoka award for Outstanding Practice of Quality Management by Indian Society for Quality, 2009.

Dr. Kumar is a member of the Society of the Automotive Engineers (SAE). He has served as President, SAE India (2001-2004), Chairman, National Quality Campaign Committee of the Quality Council of India, 2000 to 2004 and Chairman, Indian National Value Engineering Society, 2006. He has been a member of the award jury of the Automotive Component Manufacturers Association of India for selecting the best vendors in areas of manufacturing excellence, quality, productivity, technology and exports.

Dr. Kumar holds B.E. (Mechanical), University of Delhi, Delhi, India; M.SC. (Engineering), Council of National Academic Awards, UK, and Ph.D., Indian Institute of Technology, Delhi, India.

The committee for this year's award consists of the following:

Erin J. Wallace, Senior Vice President of Operations Integration Line of Business, Walt Disney Parks & Resorts®, Orlando, Florida, U.S.A. (Chair)

Sushil Gupta, Professor, Florida International University, Miami, Florida, U.S.A.

Tomislav Mandakovic, Professor & Dean, School of Business, Barry University, Miami, Florida, U.S.A.

Rafael Menda, Director, Operations Strategic Planning, McNeil Consumer & Specialty Pharmaceuticals, Ft. Washington, Pennsylvania, U.S.A.

Dino Petrarolo, Managing Director, Shatterprufe, Johannesburg Area, South Africa.

Suresh Sethi, Professor, University of Texas at Dallas, Richardson, Texas, U.S.A.

Martin K. Starr, Emeritus Professor, Rollins College, Winter Park, Florida, U.S.A.