

**POM 2011 Martin K. Starr Excellence in  
Production and Operations Management Practice Award  
Mr. Edwin Keh (葛儀文)**

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 five recipients of the award are: Dr. Krishan Kumar (2010), Ms. Erin J. Wallace (2009), Dr. Dino Petrarolo (2008), Dr. Corey A. Billington (2007) and Mr. Lee Cockerell (2006). All five recipients are the most esteemed members of the POM field. Dr. Krishan Kumar is the Director of Maruti Automotive Center of Excellence, Maruti Suzuki India Limited - the largest automobile manufacturer in South Asia. 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 is a Professor of Operation Management and Procurement at IMD in Lausanne, Switzerland; and prior to his current position he 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 2011 award unanimously selected, from among a slate of excellent candidates, Mr. Edwin Keh to be the recipient of this year's award. Mr. Keh was the Chief Operating Officer and Senior Vice President of Wal-Mart Global Procurement until April 2010. He managed offices in 20 plus countries and sourcing activities in 50 plus countries. Apart from acting as the supply chain spokesman on numerous occasions, Mr. Keh helped put together the Oct 2008 Global CEO Summit on Sustainability in Beijing China.



Prior to Wal-Mart, Mr. Keh managed a consulting group that has done work for companies on supply chain, manufacturing, and product design. His commercial

clients included Berkshire Hathaway and Payless Shoes Australia among others. Mr. Keh also did work for non-profit organizations and charities. His non-profit work took him to Burma, N. Thailand, the Philippines, Laos and China where he worked with schools, orphanages, tribal peoples, and people afflicted by leprosy.

Mr. Keh had a career as senior executive with several US consumer goods and retail companies. He was the Managing Director of Payless Shoesource International, Donna Karan International, and Country Road Australia. He did the start up sourcing for Abercrombie & Fitch and Structure stores.

Prior to graduate school, Edwin worked for the United Nations High Commission for Refugees as an editor and resettlement lobbyist. Mr. Keh graduated from Whittier College with a BA in Political Science, Sociology, and Urban Design. Since Whittier, he has done graduate work at Claremont College's Drucker School.

Mr. Keh currently is on faculty at The Wharton School, University of Pennsylvania. He is also working with Yale and Harvard on a new initiative on governance and capacity building in Africa. He serves as the Vice Chairman of the trustee board of Whittier College, California. He is on the Board of FACE, a shoe industry charity, and Handa, an NGO that serves the needs of people afflicted with leprosy in China. He advises several social enterprises. He has spoken or taught recently at events at multiple universities in Asia and the US.

Mr. Keh lives in Hong Kong with his wife Claudia who teaches at the HK University of Science & Technology. They have 3 sons.

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

Lee Cockerell, Executive Vice President of Operations, Walt Disney World® Company, Orlando, Florida, U.S.A. (Retired).

Krishan Kumar Director of Maruti Automotive Center of Excellence, Maruti Suzuki India Limited (Chair), Gurgaon, India.

Kasra Ferdows, Professor, McDonough School of Business, Georgetown University, Washington, D, C., U.S.A.

Sushil Gupta, Professor, College of Business Administration, Florida International University, Miami, Florida, U.S.A.

Roger Schmenner. Professor Emeritus, Kelley School of Business, Indiana University, Indianapolis, U.S.A.

Martin K. Starr, Emeritus Professor, Crummer Graduate School of Business, Rollins College, Winter Park, Florida, U.S.A.

Rohit Verma, Professor, School of Hotel Administration, Cornell University, Ithaca, New York, U.S.A.