



POM 2013 - Twenty Fourth Annual Conference, Denver, Colorado, U.S.A. May 3 – May 6, 2013
Production and Operations Management Society

RECOGNIZING EXCELLENCE IN PRODUCTION AND OPERATIONS MANAGEMENT PRACTICE

Martin K. Starr Excellence in Production and Operations Management Practice Award

The Production and Operations Management Society (POMS) has instituted the Martin K. Starr Excellence in Production and Operations Management Practice Award to recognize contributions made to the field of Production and Operations Management (POM) by POM practitioners. It is an international award and is open to all POM practitioners from around the world. The first seven recipients of the award, who are among the most esteemed members of the POM field, are:

- Mr. Lee Cockerell, Executive Vice President (Retired), Walt Disney World, U.S.A. (2006)
- Dr. Corey A. Billington, formerly at Hewlett Packard, (2007)
- Dr. Dino Petrarolo, Managing Director, Shatterprufe, South Africa (2008)
- Ms. Erin Wallace, Senior Vice President, Walt Disney World, U.S.A. (2009)
- Dr. Krishan Kumar, Director, Maruti Automotive Center of Excellence, India (2010)
- Mr. Edwin Keh, Chief Operating Officer and Senior Vice President (Retired), Wal-Mart, U.S.A. (2011)
- Dr. Gang Yu, Co-founder and Chairman of New Height Corporation and The Store Corporation, China (2012)

We are now seeking nominations for the eighth award which will be presented during the twenty fourth annual POMS' conference to be held in Denver, Colorado, U.S.A., from May 3 – May 6, 2013.

The award is for an "individual" and not for the "organization". The award is open to professionals at all levels working in the Operations Management area in service and manufacturing industries; as well as in not-for-profit and government organizations.

The award is based on exceptional quality of contribution to the POM field. 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 will be the basis of the evaluation by the committee.

In addition to receiving an attractive plaque, the award recipient will be prominently featured in the *POMS Chronicle* and *POMS Web Page*. The award ceremony includes a full description of the contributions of the award winner who is encouraged to respond briefly.

Mr. Edwin Keh, currently the faculty member in Operations & Information Management Department of The Wharton School, University of Pennsylvania, Philadelphia, U.S.A. is chairing the award's committee this year. Please send your nominations to Edwin Keh at edwinkeh@wharton.upenn.edu with a copy to Sushil Gupta, Executive Director – POMS at poms@fiu.edu by January 15, 2013. The nomination should include a resume of the candidate and a narrative, not to exceed two pages, of the contributions to POM during the career of the candidate. Visit POMS website www.poms.org to get more information about this award and the Conference in Denver, Colorado.

Profiles of Past Recipients

Mr. Lee Cockerell, retired as the Executive Vice President of Operations for the Walt Disney World Resort in Lake Buena Vista, Florida, U.S.A. and now runs his own consultancy firm, Lee Cockerell, LLC. As Executive Vice President of Operations at Walt Disney World, Mr. Cockerell instituted many innovative and imaginative programs. He used his authority and position to create a workplace environment that provided great leadership at all levels, which focused on what Lee titled the *Four Employee Expectations* which are: 1) *Make Me Feel Special*, 2) *Treat Me as an Individual*, 3) *Respect Me*, 4) *Train and Develop me*. Visit Lee's web site for more information: www.LeeCockerell.com.

Dr. Corey Billington, returned to the world of Academia as Professor of Operation Management and Procurement at IMD in Lausanne, Switzerland after having worked for several companies including Hewlett Packard (HP). It was during his lengthy and highly successful tenure at Hewlett Packard (HP) that he mastered the ability to drive supply chains improvements through the application of Production and Operations Management practices. He successfully led several initiatives that literally transformed HP businesses and defined the company's strategic thinking about supply chain and operations.

Dr. Dino Petrarolo is the Managing Director at Shatterprufe, South Africa's Automotive Glass Manufacturer. Prior to his current position, Dr. Petrarolo served as the Global Head of Manufacturing Development, SABMiller plc, Sandton, South Africa. Dr. Petrarolo has had extensive and substantial experience as a practitioner of operations management. He has always brought academic discipline and rigor to his practical work. He developed a global operational management benchmarking framework for SABMiller's breweries which has received considerable attention from companies outside SABMiller in different industries. He has contributed to the POM literature by writing significant papers based on lessons that he learned in practice.

Ms. Erin Wallace is senior vice president of Operations Integration Line of Business for Walt Disney Parks and Resorts®. Her domestic responsibilities for both the Walt Disney World® Resort and Disneyland Resort include attractions, lodging, entertainment/imaging, merchandise development, food & beverage and merchandise, animal programs and environmental initiatives, operating labor, industrial engineering, operations learning and development, and business optimization. Prior to her current role, Erin was the Senior Vice President of Operations for the Walt Disney World® Resort maintaining responsibility for the operation of twenty-two resorts, four theme parks, two water parks, and Downtown Disney® Area. In 1997, she helped open Disney's Animal Kingdom® as the general manager of Theme Park Operations. Erin's promotion to vice president of Resorts in 1998 was followed by her return to theme parks when she was named vice president of the Magic Kingdom® Park in 2000. Erin excels at developing talent daily through her mentoring and leadership programs. Erin understands that she needs to inspire cast members every day. Her strategy of inspiration starts with validating that each cast member plays a very critical role at WDW. Her job, and the job of her WDW leadership team, is to make sure the hourly cast members are not just empowered but feel great about the jobs they perform. That involves talking regularly to them, seeing them on the job, helping them on the job.

Dr. Krishan Kumar is the Director of Maruti Automotive Center of Excellence and 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 is the largest automobile manufacturer in South Asia. 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 India. These joint ventures contributed to a localization content of 24 % of the total value of the vehicle. 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. 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 win the Initial Quality Award (IQS) from JD Power Asia Pacific in the years 2003, 2004 and 2005. 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 esteemed award. Dr. Kumar has been a recipient of many prestigious awards.

Mr. Edwin Keh is the CEO of the Hong Kong Research Institute of Textile and Apparel (HKRITA). He is also on faculty at The Wharton School, University of Pennsylvania. Before this, till April 2010, he was the SVP, COO of Wal-Mart Global Procurement. He managed offices in 20 plus countries and sourcing activities in 50 plus countries. 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. 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 startup sourcing for Abercrombie & Fitch and Structure stores. 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.

Dr. Gang Yu is the co-founder and Chairman of New Height Corporation and The Store Corporation (www.yihaodian.com). He is also an Adjunct Professor at Beijing University, Tsinghua University, The Chinese University of Hong Kong, Wuhan University, Shanghai Jiaotong University, etc.

He obtained an undergraduate degree from Wuhan University, and upon receiving his MS (Physics) from Cornell, he transferred to the Decision Sciences Department at Wharton where he completed his PhD in 1990. He joined the faculty of the McCombs School of Business, University of Texas in Austin, where he had a distinguished career, publishing about 80 papers and rising to be a chaired professor. While at the University of Texas, he founded CALEB Technologies, a company that developed a real-time operations control system to help airlines recover from schedule disruptions. This software was adopted by most major airlines in the US, and Dr. Yu received the Edelman prize for his work on this with Continental airlines. He joined Amazon.com as VP of Worldwide Supply Chain, where he built an impressive analytics group to develop the next generation supply chain management systems. Dr. Yu later joined Dell to serve as VP of Worldwide Procurement, based in Shanghai and managing an \$18 billion annual sourcing budget. In 2008, Dr. Yu together with Junling Liu left Dell to found Yihaodian, a B2C e-commerce startup specializing initially in fast moving consumer goods, and later branching into a broad selection of products. Dr. Yu's company Yihaodian.com has been identified to be the single fastest growing company in all of Asia Pacific according to the latest annual survey by Deloitte. In three years, Yihaodian's revenue has grown 192 times reaching 2.7 Billion RMB in 2011, offering over 180,000 SKUs, with over 6000 employees, 12 warehouses in 5 cities, and delivery stations in 34 cities in China. Dr. Yu's excellence of work has earned him prominent recognition in transportation, logistics, and manufacturing industry. In addition to the 2002 Franz Edelman Management Science Achievement Award, his recognitions include the 2002 IIE Transaction Award for Best Application Paper and the 2003 Outstanding IIE Publication Award from the Institute of Industrial Engineers, in addition to many other awards. Dr. Yu now lives in Shanghai with his wife Michelle, his son Ray, and his daughter Kelley.

One of Dr. Yu's nominators summarized Dr. Yu's role as follows: "Dr. Yu as Founder and CEO has lead the effort to solve the last mile in a market that lacks infrastructure, they have successfully tackled multiple system constraints, and they have been able to manage triple digit growth annually without the usual strain and stress of a start-up. Dr. Yu's current work is his ability to apply intellectual rigor to his high growth commercial endeavor. He has in effect made this his enterprise's competitive advantage. By putting to practice academic theory, he has demonstrated the value of robust research and real world applications for quantitative discipline."