



DR ROBIN MANN'S BIO

Dr Robin Mann is:

- **Founder and Head of the Centre for Organisational Excellence Research Massey University.** COER undertakes research projects into business excellence and benchmarking. It administers a number of doctorate programmes. www.coer.org.nz
- **CEO of the Centre for Organisational Excellence Research Limited.** COER Ltd undertakes consultancy projects in business excellence and benchmarking, and provides benchmarking training. www.coer.org.nz
- **Commercial Director and Founder of BPIR.com Ltd.** BPIR.com is a leading Internet resource for sharing best practice and benchmarking information. It has more than 6,000 members worldwide. www.bpir.com.
- **Chairman of the Global Benchmarking Network.** The Global Benchmarking Network is a membership-based organisation for those organisations that promote and support benchmarking within their country. Currently more than 20 countries are represented. www.globalbenchmarking.org
- **Advisory Board member of the e-TQM College in Dubai.** The e-TQM College aims to become the leading educator of TQM in the Arab world through innovative, affordable and accessible means that are focused on e-technology. www.etqm.ae.

Dr Robin Mann's Career Highlights

| Year | Achievement / Highlight |
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| 1988-1992 | I undertook one of the first PhD's worldwide in TQM at Liverpool University, UK. |
| 1993 | Winner of 2nd place of the 'European Quality Award for PhD Theses 1993'. Awarded by the European Foundation for Quality Management. |
| 1992-1995 | Process Improvement Manager at Burton's Biscuits (Edinburgh, UK). Led the implementation of Statistical Process Control throughout the plant. |
| 1995-1998 | Senior Consultant at Leatherhead Food International, UK. I initiated, developed and managed the "Food and Drinks Industry Benchmarking and Self-Assessment Initiative" within the UK. In total, over 400 companies (from SMEs to major international companies) became involved and benefited from its various activities. |
| 1996 | Founded the first ever UK Food and Drinks Industry Benchmarking Club. Members were from the UK's leading food and drinks companies including Sainsbury's, Cargill's, Kraft, Campbell's Foods and Scottish Breweries. |
| 1996 | Founded the first ever UK Food and Drinks Industry Benchmarking Conference – Annual conference of over 100 delegates. |
| 1998-2001 | Employed at Massey University, NZ as a Senior Lecturer, Quality Management. |
| 1999 onwards | Developed the Benchmarking and Performance Excellence Self-assessment (BPES) programme. This is a programme that gives organisations the option of assessing their systems and performance against either the Baldrige Criteria for Performance Excellence or the EFQM Excellence Model and enables them to benchmark their scores against other participating organisations. Since 1999 over 300 organisations have used this programme. The programme has been translated into Arabic and Chinese. |
| 2000 | Founded and became Director of the New Zealand Benchmarking Club – the first ever benchmarking club in New Zealand. (operated between 2000 to 2004 and helped the member organisations to improve by an average of 50 points per annum as assessed against the Baldrige Criteria for Performance Excellence) |
| 2000 | Developed the concept of an innovative best practice and benchmarking website |

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| | resource, BPIR.com, and work began on its development |
| 2000 | The New Zealand Benchmarking Club was accepted into the Global Benchmarking Network. The first time New Zealand was represented in the GBN. |
| 2001 onwards | Founded the Centre for Organisational Excellence Research (COER) Massey University, and became the Director – the first research centre in Australasia solely focussed on business excellence and benchmarking. Since 2001, two students have completed their PhD from the Centre. Two more will complete in 2008. |
| 2002 onwards | Launched COER News – A free research based newsletter. It now has a readership of over 5,000 people worldwide. |
| 2002 | The BPIR.com was launched as a commercial product. The BPIR.com aims to become the world's "essential internet resource for performance improvement". It currently has over 6000 paying members. Key clients include SPRING Singapore, British Quality Foundation, Quality Scotland, Canada's National Quality Institute, New Zealand Business Excellence Foundation, Institute of Customer Service (UK) and the Best Practice Club (UK). |
| 2003 | Launched a Fit for the Future Programme in New Zealand (seminars held in 10 regions) |
| 2004 | Founded and organised Australasia's Inaugural Benchmarking Conference (attendance over 100 delegates) |
| 2004-2006 | Commissioned to undertake the first major review of the Australian Business Excellence Framework (ABEF) since its creation in 1988. The project included the first ever international comparison of how Business Excellence models are deployed within countries or regions to maximise awareness and use (16 countries involved). The project was of major international significance – many countries participating used the findings as an input to their national business excellence strategy. |
| 2004 | Played an instrumental role in starting the Business Capability Partnership. A partnership of NZ's key business service providers that aim to raise the capability of NZ's businesses. |
| 2004 and 2005 | Invited as an expert to the Global Excellence Model Council (a meeting between the bodies that are the custodians of unique and internationally recognised business excellence models e.g. Baldrige, EFQM, Singapore, Latin America). To date I am the only academic that has been invited to share his/her expertise with the major business excellence custodians. |
| 2004 onwards | Facilitating two High Impact Benchmarking Groups in New Zealand for SMEs. One in Hamilton and one in Auckland. |
| 2004 onwards | Elected as Chairman of the Global Benchmarking Network (www.globalbenchmarking.org) |
| 2005 onwards | Appointed Associate Dean of TQM and Benchmarking at the e-TQM College, Dubai (www.etqm.ae) |
| 2005 onwards | Selected by Taiwan (China Productivity Centre) as an advisor on their businesses excellence programmes. |
| 2005-2007 | Appointed as the lead consultant on the Sheikh SAQR Government Excellence Program in Ras Al Khaimah, UAE. A programme to assist 18 government departments to world-class performance through benchmarking and business excellence. This was the first programme of its kind in Ras Al Khaimah. |
| 2006 onwards | BPIR.com spun out of Massey University and BPIR.com Ltd formed. Dr Robin Mann and Stephen Welch become equal partners of the company. The BPIR.com has grown to a membership base of over 6000 members and over 10,000 readers of its monthly newsletter. |
| 2006 Onwards | Formed COER Limited to run the consultancy projects that stem from COER, Massey University. Dr Robin Mann remains Director of COER, Massey University and also becomes Director of COER Ltd. |
| 2006 | Brought the World Congress for TQM to Australasia for the first time and chaired and managed the event, www.worldcongressnz.com . It was one of the most successful in its eleven year history in terms of numbers attending (over 350 people), number of papers submitted and presented (almost 150) and number of countries represented (31). |
| 2007 onwards | COER's best practice benchmarking methodology "TRADE" was selected as the Singapore's benchmarking methodology for the whole of the public sector. Following on from this COER was contracted to train and facilitate 8 benchmarking teams in the Singapore public sector as part of the Jumpstart benchmarking programme. TRADE has been used or adopted by a number of countries including New Zealand, the United Arab Emirates, Singapore and Taiwan. |

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| 2007 | Chaired and led the organization of the 2 nd International Benchmarking Conference in Dubai. Over 250 delegates attended. The first benchmarking conference to be held in the Middle East. |
| 2008 | Launched with Michael Voss of PYXIS Consulting Businessexcellencetools.com to promote business excellence tools such as COER's benchmarking and performance excellence self-assessment (BPES) which has been used by over 300 organisations since 2001. |
| Other | <ul style="list-style-type: none"> - On the editorial advisory board of four journals: TQM Magazine, International Benchmarking Journal, International Management Journal and International Journal of Quality and Standards. - Won a number of best paper awards in New Zealand and internationally. - Written over 25 refereed journal papers for leading journals, written over 150 non-refereed papers and reports, written 6 short books, given 100's of professional presentations, frequently a keynote (invited to present in 11 countries in 2006). |