



**PROFESSOR MOHAMED ZAIRI
(1956-2021)**

Brief Introduction

Mohamed Zairi is a British academic and researcher in the field of total quality management and excellence management. Over a period of 35 years, he has been influencing Quality Management Thinking. He is also recognized as a luminary in the Global Quality Horizon. In addition to TQM and Excellence Management, Zairi has immense expertise in areas such as Performance Measurement, Business Process Management, Change Management, Innovation Management, Governance, and Service Improvement.

Zairi is also known as one of the main pioneers in the field of Benchmarking and Best Practice Management. He helped to bridge the gap between academic thinking and the application of practical solutions to problems by translating novel ideas and innovative concepts into useful and purposeful guidelines and blueprints that can be used by managers in all sectors of the industry and commerce.

In 2010, he was awarded the 2009 ASQ Grant Medal for the development of quality management educational programs. He was also awarded the Yoshio Kondo academic prize (2010), celebrating his outstanding research carried out over several years that have advanced the global body of quality knowledge.

Early Life

Zairi was born on 17 September 1956, the fifth of ten children and raised in a small Algerian town of El Kouif, 4 km from The Tunisian Border. His father worked in a phosphate mine all his life.

Zairi attended primary and secondary school in El Kouif and moved to Annaba, a relatively bigger town on Algeria's Mediterranean coast, to continue his college education.

He got his French Baccalaureate with distinction and immigrated to the UK in October 1975, to pursue his higher education. He completed his BSc (Hons) in Polymer Science and Technology from the University of Aston, Birmingham, in 1979; MSc in Safety Technology in 1980, from the same University; Postgraduate Diploma in Human Resource and Operations Management from De Montfort University, Leicester in 1985; and PhD in the Management of New Technology from the North Staffordshire Polytechnic (University of Staffordshire) in 1989.

Zairi began his career by working in the private sector as a production control coordinator and then moving on to be a production manager. He pioneered the Benchmarking and Best Practice Movement in the UK since mid 80s. During 1985-86, Zairi actively worked in the area of Advanced Manufacturing Technology (AMT) and created an industrial network for the exchange of Best Practices, and developed methods and guidelines useful to companies when considering the introduction of complex technology-based innovations. The work was later carried out at Staffordshire Polytechnic from 1986-1989.

Supporting Partner & Husband Professor Mohamed Zairi



Professor Mohamed Zairi & Dr. Narimane Hadj-Hamou







Career Progression and Contributions

Zairi was the first academic professional to be sponsored by Unilever PLC in the area of Quality and Innovation Management in Europe, which had a lasting impact on the whole Unilever Group and hundreds of organisations covering the Fast-Moving Consumer Goods Sector, Engineering, Aerospace, Automobile, Communications and Computer Industry. He held the Unilever Sponsorship from 1990 to 1995 at the Bradford University School of Management.

In 1991, Zairi was appointed as a member of the European Foundation for Quality Management (EFQM) Working Group, UK for 2 years.

In 1993, Zairi was appointed by the UK Government as a Non Executive Director at Huddersfield NHS Trust since its inception as a Trust. During a period of six years (1993-1999), he has made significant contributions in various aspects such as support in the development of a Risk Management Strategy based on Quality Principles, which later became one of the flagships of the Trust and was adopted widely by other Trusts; the encouragement of the Trust to gain ISO 9000 Certification in several of its support services and the contribution of various papers and debates for the development of a seamless and patient orientated healthcare delivery approach.

Between 1994-95, Zairi helped set up the European Best Practice Benchmarking Award, for which he was appointed as Chairman.

Since 1996, Zairi had taken up the responsibility of managing The European Centre for Total Quality Management (ECTQM). ECTQM, an entirely externally funded centre based within Bradford University School of Management, was aimed at supporting industry and commerce through applied research and advisory work in the area of Best Practice Management. In September 2009, ECTQM was renamed as European Centre for Best Practice Management (ECBPM) and became a standalone independent non-profit centre. ECBPM is now an internationally known and respected centre for Best Practice Management throughout the World.

From 2004, Zairi held the unique and prestigious Juran Chair in Total Quality Management for 10 years.



Juran Inaugural Lecture

At an inaugural address Professor Zairi spoke on “Total Quality Management - Myth, Mystery, Marvel, Miracle.”

He said that, “Total Quality Management as an emerging science is still at its infancy”. The lecture was attended by over 100 people representing the local business community, eminent scholars from around the country, senior university staff and students. Professor Zairi argued the case for quality by depicting its origins and tracing its significance and impact to previous civilisations. He described how quality during the Industrial Revolution had shaped the work environment and how mechanisation has changed the nature of quality from craftsmanship to a new scientific concept.



In February 2005, Professor Zairi was honoured with an invitation from Dr. Juran to visit him at his home in the USA to receive his personal congratulations. The late Dr. Joseph Juran is universally recognised as the ‘father of total quality’. He contributed more to this field and over a longer period of time than any other person. Yet towards the end of his life he still felt that he had barely scratched the surface of his subject.

He wrote that

“ My job of contributing to the welfare of my fellow man is the great unfinished business.”

The Launch of 'Dubai Model for Government Service Delivery'



Dubai Excellence Programme

Professor Zairi was honoured to be given the prestigious task to assist the Executive Office DGEP team in implementing the Dubai Government Excellence Programme. Professor Zairi has been asked by the Dubai Government to be the external mentor and advisory body for the Dubai Government Excellence programme (DGEP) which promotes excellence across the public sector in Dubai.



Dinner talk for the Jordan Society for Quality



The Minister of Public Sector Development, Dr Khalif Khawaldeh launched the Jordan Society for Quality (JSQ) awareness campaign under the slogan “*excellence and creativity to explore success in the future*” for the dissemination of the latest developments, concepts and activities of quality in order to build a culture of excellence and performance improvement at the level of individuals and institutions.

The evening began with a lecture by Professor Mohamed Zairi under the heading “The Role of Creativity in Leadership Excellence in the 21st Century” where he spoke about creativity, its importance and its relationship to systems of quality and excellence.

University of Wisconsin Stout signs MoU with ECBPM



UW-Stout is the first Malcolm Baldrige Award recipient in higher education. The University provides a national leadership role for other higher education institutions across the world.

The relationship between Wisconsin Stout University and Professor Mohamed Zairi goes back a few years. Professor Zairi has worked closely with Charles Sorensen (Chancellor of Wisconsin

Stout) and Professor Julie Furst-Bowe (Vice Chancellor for Academic Affairs and Provost). Wisconsin Stout University has supported some of the work led by Professor Zairi in the Middle East in relation to quality and excellence in higher education.

The relationship has been more solidified by the signing of a MoU. Currently the two parties concerned are exploring the possibility of running joint programmes at post graduate level both in the US and throughout the globe.



The Launch of the Excellence in Schools Initiative



The Launch of Excellence Yorkshire



Launching the SME Knowledge Network

Service Excellence Certification Program (KSA 2nd May, 2019)





ETEC

اقامت #هيئة_تقويم_التعليم_والتدريب محاضرتين بعنوان:(القيادة نحو التميز) و(ظهور الجيل الرابع في الجودة)
يقدمها خبير الجودة العالمي البروفسور محمد زائيري بحضور قيادات ومنسوبي الهيئة، وذلك ضمن فعاليات
#يوم_الجودة_العالمي لتعزيز ونشر ثقافة الجودة والتميز المؤسسي ودورها في الحياة المهنية

<https://twitter.com/i/status/1061588696372334592>





SASO – Product Excellence Model Training (PEM) – 2030 Saudi Vision – National Quality Strategy – Riyadh, KSA – 9 to 13 February, 2020



SKGEP Mentorship Program

The purpose was to create familiarization and confidence in their leadership team members who have lead a possibility for guiding and supporting the implementation of the Government Excellence Model.

With the detailed content of the Government Excellence Model as an integrated ecosystem and also to describe the dynamicity of the model, how it operates and particularly, how it can guide Government entities towards the achievement of a leading competitive position.





 **Leadership of Excellence
Mentorship Program**



Celebrating SQC's 25 Years of Quality Contribution and Impact in association with ECBPM

<https://www.youtube.com/watch?v=-uXo7fk0RRY>

<https://www.spa.gov.sa/1917293>





World Quality Celebrations with Dubai Police



Professor Mohamed Zairi speaking on Quality 4.0. A New Dawn for Facing the Digital Era at the EOQ Congress 2019, in Lisbon





Virtual Workshop - GEM 2.0 The Future of Higher Education, Nov 16th, 2020



Jury for Egypt Govt Excellence Award





Abudhabi Govt Excellence Program





Medal Assessors induction





Prime Minister's Office Workshop





Arab Health – Special Address by Prof. Mohamed Zairi at the 11th Quality Management Conference on “Ensuring Excellence in External Evaluation” at the WTC Dubai





Professor Mohamed Zairi contributed as a Jury Chairman, in Mohammed Bin Rashid Government Excellence Award Fifth Cycle - 2018



Professor Mohamed Zairi addressing at 4th MENA HELF on How HEIs can adapt to the Disruptive Effects of Digital Technology. A proposed strategy based on Agility Orientation

Higher Education in the Era of the Fourth & Future Industrial Revolutions: Challenges and Opportunities as Silver sponsor - 25th - 27th February 2020 - The Address Dubai Mall, UAE



Professor Mohamed Zairi discussing about 'The Link between Quality of Life and Organisation Excellence' and introducing Quality4.0 Advantage books on Wellbeing Academy, 24th June.



<https://www.albayan.ae/across-the-uae/news-and-reports/2020-07-02-1.3900472>

Chairman of the Jury of Al Subeae Award for Excellence in Charity Sector





Recognitions & Achievements

Year	Name	Presented by	For
1998	Citation of excellence	ANBAR Electronic Intelligence	Competing through modern quality principles; a forward management approach
1999	Citation of excellence	ANBAR Electronic Intelligence	BPR implementation process: an analysis of key success and failure factors
2001	Highly Commended Award	Emerald Literati Club	Social responsibility and impact on society
2002	Lifetime Achievement Award ^[26]	Emerald Literati Club	Contributions to the Field of Quality and Performance Management
2003	Highly Commended Award	Emerald Literati Club	Sustaining and transferring excellence: a framework of best practice of TQM transformation based on winners of Baldrige and European Quality Awards
2005	The Ishikawa-Harrington Medal ^[27]	Asian Pacific Quality Organisation (APQO)	Significant contribution in 12 Asian countries to make quality happen in this important region.
2006	The E.Jack Lancaster Medal ^[27]	American Society for Quality (ASQ)	Outstanding leadership, dedication and contributions to the European Centre for TQM; Spearheading the quality management concepts in various contraries around the world; Being a pioneer in benchmarking practices in the UK; Adopting best practices in management thinking
2009	Grant Medal ^[27]	American Society for Quality (ASQ)	The development of exceptionally meritorious, technologically innovative and intellectually challenging quality management education programs at Bradford University European Centre for TQM (UK) and Hamdan bin Mohamed eUniversity (UAE)
2010	Yoshio Kondo Academic Research Prize ^[27]	International Academy of Quality (IAQ)	Sustained contributions to excellence through published records
2012	Recognition for being the Cofounder of Hamadan University after 10 years of service	Hamdan Bin Mohammed Smart University	For his outstanding continuous support
2013	Outstanding Contribution to Global Quality ^[28]	Australian Organization for Quality (AOQ)	Quality for contributions in global quality

Year	Name	Presented by	For
2017	SQC Award	KSA Saudi Quality Council (SQC)	As a keynote speaker at SQC annual event
2019	10 years of supporting Sheikh Khalifa Government Excellence Program	Sheikh Khalifa Government Excellence Program	In recognition of his ten years supporting Sheikh Khalifa Government Excellence Program
2019	Award of Honorary Distinguished Editor	Emerald Group	In recognition and appreciation for his long-standing contribution to scientific developments across multiple disciplines as founding editor, reviewer and author for numerous publications.



Professor Zairi was invited to the International Academy for Quality which is made up of Academicians who have been chosen from the most respected, active and experienced protagonists of quality in the world.

Professor Zairi recognised for his work in the Pacific Region



The Harrington-Ishikawa medal was awarded to Professor Zairi at the Asian Pacific Quality Organisations annual conference for 'exceptional adherence to quality principles and leadership in the quality movement throughout the Asia-Pacific.' This is a lifetime achievement award for contributions in the fields of quality performance.

Professor Zairi speaking about his achievement said 'I am delighted to receive this prestigious medal. It will inspire me to continue my work in integrating the values of TQM in everyday business, especially in the Arab world where much work remains to be done.'

Professor Zairi recognised by the international quality associations that have been overseeing and witnessing first hand the impact from the activities of the Juran Chair

On 6th April 2009, Professor Mohamed Zairi was congratulated in recognition of Leadership in Growing Quality all over the World, Unique and Pioneering theoretical management contribution and timeless efforts in promoting and disseminating Quality knowledge under the banner of Juran Chair and the Juran chair was renewed for the second period of appointment till July 2014 by various eminent figures in the field of quality.



THE JURAN CHAIR IN TOTAL QUALITY MANAGEMENT

CERTIFICATE OF APPRECIATION

Presented to

PROFESSOR MOHAMED ZAIRI

Current holder of Juran Chair in TQM and in recognition of:
Leadership in growing Quality all over the World
Unique and Pioneering theoretical management contributions
Timeless effort in promoting and disseminating Quality Knowledge

On this day of the 6th of April 2009
 we the undersigned congratulate you on your various significant achievements
 and wish you all the very best with the second period of appointment
 (July 2009 - July 2014)

 Dr. Tito Cruz Chairman of ISQ	 Dr. A. V. Faganbhai President and CEO General Systems Incorporation	 Dr. James Burridge Teacher and Chairperson of APQO
 Gajendra Kishore Ex-President of ANQ	 Umair Khandoo Board Member IJSE	 Victor Sotchiak President of EIQO
 Jassak Malhotra Chairperson ANQ	 Dr. Mounir Al Saad Chairman of MEQA	
 Lt. General Dhahi Khalifa Sultan Chairman of Board of Governors Hamdan Bin Mohammed e-University		



Grand Master Black Belt

Professor Mohamed Zairi was honoured with the Grand Master Black Belt title by the Harrington Institute as the 'ultimate recognition' given to personalities who have made exceptional contribution in the field of total quality management and Six Sigma principles globally.

Professor Zairi is only the third personality globally, to receive this coveted title which was personally conferred on him by James Harrington, Chief Executive Officer of the Harrington Institute.



The Lancaster Medal was presented to Mohamed Zairi for his outstanding leadership, dedication and contributions through the European Centre for Total Quality Management (ECTQM); the medal is awarded to those who have devoted their time into spearheading the quality management concepts in various countries around the world





Launch of Government Excellence Model



Declaration - The launch of the UAE Government Excellence Model as a viable approach to improving efficiency and enhancing the quality of public services and as a powerful methodology transform, disrupt and shape the future of government, using pioneering thinking enables by technological advancements



Professor Zairi – Key Note Speaker at the QC5 Annual Congress 2011

Professor Zairi delivered a Key Note Speech on Sustainable Excellence: Making CSR and Governance the Catalysts for Driving Competitiveness at the Hamdan Bin Mohammed e-University (HBMeU) in the Middle East.

The QC5 Annual Congress was held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Al Maktoum, Crown Prince of Dubai and President of HBMeU.

Quality and excellence cannot be achieved if organisations are not effectively governed with an unimpeachable sense of corporate social responsibility. TQM and excellence and excellence can be achieved anywhere in the world if managers adopt and implement them as a matter of self-imposed obligation.



Recognition to Professor Mohamed Zairi was done by His Excellency the Governor of Saudi Arabian Organization of Standards.
SAUDI QUALEX 2017



Professor Mohamed Zairi awarded by Australian Organisation for Quality for contributions in global quality



Professor Mohamed Zairi recognized for his work and association with Prime Minister's Office and supporting SKGEP

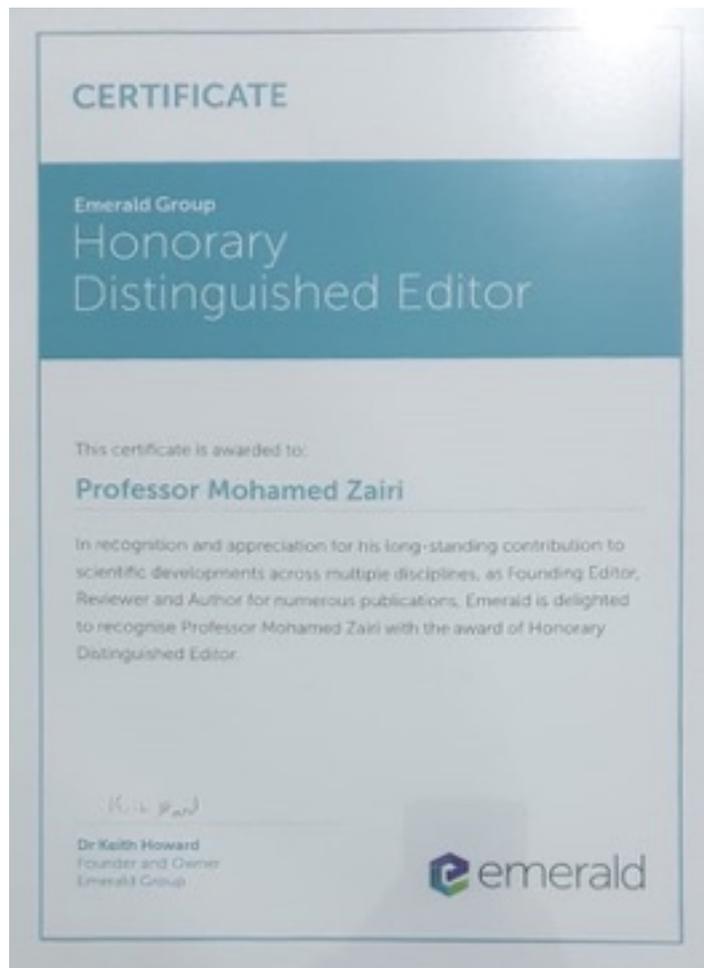




Honorary Distinguished Editor Certificate Awarded to Professor Mohamed Zairi by Mr. Ramy Hassanien of Emerald Group.

In recognition and appreciation for his long-standing contribution to scientific developments across multiple disciplines, as Founding Editor, Reviewer and Author for numerous publication, Emerald is delighted to recognise Professor Mohamed Zairi with award of Honorary Distinguished Editor





Professor Mohamed Zairi's contributions in Publishing

Since the late 1980s, Zairi has been prolifically contributing to the field of quality and related topics through his presence at conferences and publishing. He has published over 70 books and 400 scientific papers.

The publications serve to inspire, guide and assist new generations of leaders and managers on the journey of the relentless pursuit of quality in the current and future world order.

Celebrating a historical landmark on the publication of 50 books in the field of organization excellence

<https://www.youtube.com/watch?v=bGMi6Vx0iZk>

ECBPM celebrated 30 years in book publishing on November 15th, 2017. To commemorate this historical milestone, ECBPM announced the launch of 'the new face of Quality and Excellence' to help support the Digital era and demonstrate how Quality and Excellence can remain relevant and effective in dealing with disruptive behaviors. For this unique occasion, ECBPM launched the first two books of their kind covering the 4th Generation Quality Concept (Quality 4.0).

<https://www.youtube.com/watch?v=0Ab-Gx1laKl>



