

# W. Edwards Deming Center

## 2024 Annual Report

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## **W. Edwards Deming Center for Quality, Productivity, and Competitiveness**

Established in 1993 to honor W. Edwards Deming's vision of attaining the "highest level of performance across industry, education, and government," the W. Edwards Deming Center at Columbia Business School (CBS) integrates academic research and business practice in operational excellence for future generations of thinkers, practitioners, and leaders. The center fulfills this mission through applied research, curriculum and professional development, mentoring opportunities, entrepreneurial programs, and the Deming Cup for Operational Excellence, which honors leaders for their outstanding merit, among other initiatives.

## Letter from the Faculty Director

Dear friends and colleagues,

As we close another remarkable year at the W. Edwards Deming Center for Quality, Productivity, and Competitiveness, it is my privilege to share the highlights of 2024—a year defined by impact, innovation, and inspiration rooted in the principles of W. Edwards Deming. His timeless vision continues to influence leaders and organizations across industries, education, and government, and we are steadfast in our commitment to advancing his legacy.

This year holds special significance as we celebrated the 15<sup>th</sup> anniversary of the prestigious Deming Cup for Operational Excellence. For the first time in its history, we awarded this honor to two extraordinary Columbia alumni: Beth Ford (CBS '95) and Julie Sweet (Columbia Law School '92). Their leadership and dedication exemplify Deming's principles in action, and we are excited to formally celebrate their achievements at CBS in the Spring of 2025.

Our accomplishments in 2024 would not have been possible without the unwavering support of our Advisory Board and Selection Committee. Their guidance has been instrumental in shaping our programs and initiatives, and we extend our deepest gratitude to each member for their invaluable contributions.

We also remain deeply appreciative of the commitment from our academic and industry partners, who enable us to bring our initiatives to life. From fostering interdisciplinary research to facilitating transformative learning opportunities, your collaboration is the foundation of our success.

Highlights of our work in advancing Deming's vision during 2024 include:

- **Interdisciplinary Research.**

Our Doctoral Fellows program continued to thrive, fostering innovative research that bridges theory and practice.

- **Experiential Learning.**

Faculty, students, and staff across Columbia University participated in hands-on study tours, gaining real-world insights into operational excellence.

- **Engaging Thought Leadership.**

We welcomed outstanding speakers to campus, providing our community with opportunities to learn from and interact with industry leaders.

- **Supply Chain Network.**

We facilitated impactful meetings through our network, advancing knowledge in supply chain innovation and collaboration.

- **Entrepreneurship.**

We also saw continued success and impact in our entrepreneurship programs, which empower leaders across Africa, Latin America, and Hispanic communities in the United States. In 2024, we celebrated the graduation of three cohorts and selected a new Latin American cohort, set to begin in January 2025.

As we look ahead, we are energized by the opportunities to deepen our impact and extend Deming's transformative principles even further.

Warm wishes for a joyful and peaceful holiday season, and thank you for being an integral part of our journey.



**Nelson Fraiman '71**

Professor of Professional Practice,  
Decision, Risk, and Operations (DRO) Division;  
Faculty Director, W. Edwards Deming Center

## 2024 Deming Cup for Operational Excellence

Awarded annually since 2010, the Deming Cup recognizes exemplary leaders across diverse industries for outstanding merit in operations following Deming's principles. Through this award, the Center facilitates opportunities for their ongoing engagement with CBS. Comprised of eminent figures across industry and academia, the Deming Cup Selection Committee is chaired by **Terry Lundgren**, Former Chair and CEO of Macy's, Inc. and Founder and CEO of TJL Advisors, LLC, **Samuel Palmisano**, Former Chair, President, and CEO of IBM and Chair of the Center for Global Enterprise, and **Angela Quintero**, Managing Director of the Deming Center. Past winners include 2022 honorees **Tim Steiner**, CEO and Co-founder of Ocado Group, and **Kathy Warden**, Chair, President, and CEO of Northrop Grumman, and 2023 honorees **Michele Buck**, Chair, President, and CEO of The Hershey Company, and **Brian Cornell**, Chair and CEO of Target.

This year's Deming Cup for Operational Excellence, which marks the fifteenth anniversary of the award, honors two outstanding women in business, **Beth Ford '95**, President and CEO of Land O'Lakes, Inc., and **Julie Sweet '92**, Chair and CEO of Accenture.



**Beth Ford '95**  
President and CEO,  
Land O'Lakes, Inc.



**Julie Sweet '92**  
Chair and CEO,  
Accenture

"This milestone anniversary of the Deming Cup underscores the enduring impact of W. Edwards Deming's philosophy on leadership and operational excellence," said CBS Dean and David and Lyn Silfen Professor of Business, **Costis Maglaras**. "For 15 years, the Deming Cup has honored trailblazing leaders who have transformed industries and inspired innovation. Their engagement with our students, faculty, and alumni enriches our community, bridging the gap between academic insight and real-world leadership."

The Center would like to thank the Deming Cup Selection Committee for their collaboration in selecting this year's Deming Cup recipients, who will be celebrated through two Spring events at the CBS campus honoring **Beth Ford '95** on April 3<sup>rd</sup>, 2025 and **Julie Sweet '92** on May 1<sup>st</sup>, 2025.

## Deming Cup Selection Committee

### David Abney

Former Chair and CEO, UPS

### Juan Ramón Alai

Former CEO, Zoetis

### Douglas Baker

Former Chair and CEO, Ecolab

### Omar Besbes '08

Vikram S. Pandit Professor of Business, DRO Division, CBS

### Michele Buck

Chair, President, and CEO, The Hershey Company

### Niren Chaudhary

Former CEO, Panera Brands

### John Church

Former Chief Supply Chain Officer, General Mills

### Philippe Cochet

Former Chief Productivity Officer, GE

### Brian Cornell

Chair and CEO, Target

### Toby Cosgrove

Executive Advisor, Cleveland Clinic

### David Cote

Executive Chair, Vertiv Holdings Co.

### Ali Dođramaci '95

Chair, Ihsan Dođramaci Foundations

### Michael Dowling

President and CEO, Northwell Health

### Awil Federgruen

Charles E. Exley Professor of Management, DRO Division, CBS

### Meyer Feldberg '65

Senior Advisor, Morgan Stanley

### Beth Ford '95

President and CEO, Land O'Lakes, Inc.

### Nelson Fraiman '71

Professor of Professional Practice, DRO Division, CBS; Faculty Director, Deming Center, CBS

### Kenneth Frazier

Executive Chairman, Merck

### Peter Gibbons

Group President, Enterprise Operations, 3M

### Dario Gil

Senior VP and Director of Research, IBM

### Lynne Greene

Former Group President, The Estée Lauder Companies

### Richard Jaffe '92

Operating Partner, Overton; Venture Capital Adjunct Professor, SUNY FIT

### Brent James

Affiliated Clinical Professor, Stanford University School of Medicine

### Fisk Johnson

Chair and CEO, SC Johnson & Son

### Hubert Joly

Former Chair and CEO, Best Buy

### Klaus Kleinfeld

Founder and CEO, K2Elevation

### Ellen Kullman

CEO, Carbon3D

### Shelly Lazarus '70

Chair Emeritus, Ogilvy & Mather

### Terry Lundgren

Former Chair and CEO, Macy's, Inc.

### Vik Malhotra

Chair of the Americas, McKinsey & Company

### Francisco Mesquita '80

Director and President, Estado de São Paulo

### David Niles '98

Managing Partner, Council Advisors; Vice Chair, World 50 Group

### Indra Nooyi

Former Chair and CEO, PepsiCo

### Bennett Nussbaum '71

Interim CFO, Purple

### Samuel Palmisano

Former Chair, President, and CEO, IBM

### Deirdre Quinn

Co-founder and CEO, Lafayette 148

### Angela Quintero

Managing Director, W. Edwards Deming Center, CBS; Adjunct Assistant Professor, DRO Division, CBS

### Daniel Ramot

Co-founder and CEO, Via

### Quentin Roach

Former Senior VP and Global Supply Chain and Chief Procurement Officer, Mondelez International

### Paolo Rocca

CEO, Techint Group; Chair and CEO, Tenaris SA

### Kevin Sowers

President, Johns Hopkins Health System; Executive VP, Johns Hopkins Medicine

### George Stalk

Senior Advisor, BCG

### Tim Steiner

Co-founder and CEO, Ocado Group

### Ratan Tata

Chair Emeritus, Tata Sons and Tata Group

### Craig Thompson

Former President and CEO, Memorial Sloan Kettering Cancer Center

### David Thurm

COO, Lucas Museum of Narrative Art

### Garrett van Ryzin

Distinguished Scientist, Amazon

### Kathy Warden

Chair, President, and CEO, Northrop Grumman

## Deming Doctoral Fellowships

Each year, the Deming Center sponsors a selection of doctoral students from CBS and Columbia University towards applied research projects on operational improvements and data-driven management principles. Since 2010, the Center has granted over 80 fellowships, integrating academic research and business practices to ensure the continued relevance and effective application of W. Edwards Deming's principles. Among the final deliverables, Deming Doctoral Fellows are expected to present on their research in the final seminar, held each spring. As one of the very few inter-division/department seminars at CBS, the purpose of the seminar is to provide the fellows with an opportunity to share their research and gain valuable feedback from peers and faculty.

In 2024, the Deming Center graduated its '23-24 class of Deming Doctoral Fellows, and selected its incoming '24-25 class.

### '23-24 Deming Doctoral Fellows

**Dafne Murillo**, Economics Division  
"Unions and Technology Adoption"

**Chenkai Yu**, DRO Division  
"Who Ate the Lunch? Peer Networks for Customer Support and Quality Management"

**Amanda Dos Santos**, Finance Division  
"Beyond the Aggregate: The Heterogeneous Effects of Global Movements"

**Hyemi Kim**, IEOR Department  
"Fair Fares for Vehicle Sharing Systems"

**Akshit Kumar**, DRO Division  
"Data-driven Algorithms for Matching Platforms"

**Lan Luo**, Marketing Division  
"Stars in the Text: The Impact of Review Discrepancies on Sales"

**Inara Tareque**, Management Division  
"Examining the Dual Role of Access to Business Advice and Social Capital"

**Xinyu Wei**, Marketing Division  
"The Real Influencers: Modeling Relationship Deaths in Social Networks"

**Li Yang**, Accounting Division  
"Disclosure Regulation, Competition, and Innovation"

### '24-25 Deming Doctoral Fellows

**Jerry Anunrojwong**, DRO Division  
"Strategic Battery Participation in Electricity Markets"

**Ethan Che**, DRO Division  
"Planning Adaptive Experiments: A Math-Programming Approach"

**David Cheikhi**, DRO Division  
"Consistency for Next-Token Prediction Applied to Credit Default Prediction"

**Yi-Wen Chen**, Marketing Division  
"Policy-Aware Experimentation: Sampling Smart to Improve Targeting Policies"

**Anthony Le**, Accounting Division  
"Accounting Rules and Accountants"

**Kohei Onzo**, Marketing Division  
"Consumer Search and Learning Dynamics in E-commerce"

**Matias Villagra**, IEOR Department  
"Algorithms for Large-Scale Grid Optimization"

**Michael White**, Management Division  
"'Awe'-some Managers: Awe Reduces Zero-Sum Beliefs at Work"

**Hye-Rim Yi**, Economics Division  
"The Spillover of Trade Shocks through the Global Production Network"

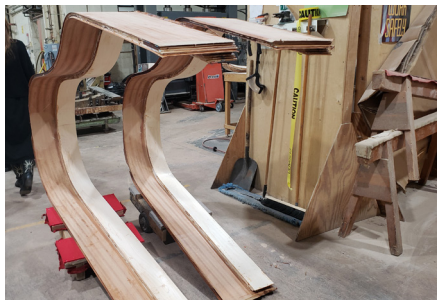


## Faculty and Student Study Tours

The Deming Center organizes in-depth study tours for faculty and students to visit successful organizations and observe effective strategy implementation in diverse, real-world contexts, while also exchanging ideas with business leaders. Past visits include Inditex (Zara) in La Coruña, Spain, Lafayette 148 in New York, NY, and the Cleveland Clinic in Cleveland, OH.

On September 30<sup>th</sup>, 2024, the Deming Center hosted a visit to **Steinway & Sons** factory in Astoria, Queens for Columbia University faculty and students. As part of the visit, attendees experienced the making of a Steinway piano—from wood selection to polishing to final tuning—and learned about the company's commitment to continuous innovation and improvement. Additionally, the group was able to speak with **Kyle Walters**, Director of Operations at Steinway & Sons, who shed light on the company's commitment to quality, its technological developments to date, and its competitive strategy.

Additionally, as part of its alumni reunion for the Entrepreneurship and Competitiveness in Latin America (ECLA) program, on June 4<sup>th</sup>, 2024, the Center organized a visit to **Eat Offbeat** at Chelsea Market, which offers meals conceived and made by refugees, and to the **Brooklyn Navy Yard**, where attendees got a look at 3 small businesses: **Daedalus**, a scene shop serving Broadway and Off-Broadway, **Duggal**, a global leader in custom displays, and **Tarform**, a start-up that designs and manufactures electric motorcycles.



Steinway's patented bended rims cut and molded to shape in the factory



The group watches the Spirio, a self-playing grand



Group photo at the headquarter entrance

## Deming Lectures

Throughout the academic year, the Deming Center brings keynote speakers in front of students to discuss different aspects of operational excellence. In 2024, the Center organized the following lectures as part of the **Operations Management** core class for the Executive MBA (EMBA) program and the **Process Improvement & Growth** elective, offered to MBA, EMBA, and Columbia Engineering students.

### Ole Faarbaek Jensen

CEO, Verdissimo

### Bruno Ferrari

Co-founder and COO, 123Seguro

### Jessica Flugge

Former Vice President (VP),  
Global Quality, Marriott International;  
VP and Chief of Staff, Zelis

### John Hughes

Managing Director, Shouldice Hospital

### Terry Lundgren

Former Chair and CEO, Macy's, Inc.; 2012  
Deming Cup Honoree

### Abhay Nayak

President, Global Diagnostics, Zoetis

### Samuel Palmisano

Former Chair, President, and CEO, IBM;  
Inaugural 2010 Deming Cup Honoree

### Dierdre Quinn

Co-Founder and CEO, Lafayette 148

### Daniel Ramot

Co-founder and CEO, Via

### George Stalk

Senior Advisor, BCG

### Tim Steiner

Co-founder and CEO, Ocado Group;  
2022 Deming Cup Honoree

### Leila Velez

Former Co-founder and CEO, Beleza Natural;  
Founder and CEO, CurlLab

### Diana Vesga

COO, Los Angeles County Museum of Art

### Shai Weiss

CEO, Virgin Atlantic

### Manuel Wiechers

Founder and CEO, Iluméxico

## Supply Chain Innovation Network

The Supply Chain Innovation Network (SCIN) is an exclusive group of senior operations management innovators and disruptors. The goal of the SCIN is to gather leaders from top companies and organizations with faculty and students from Columbia University in order to share knowledge around supply chain best practices through case study presentations, group discussions, and peer-to-peer meetings. Members include top supply chain executives from 50+ companies and organizations, such as P&G, Johns Hopkins, Marriott, Tyson Foods, Cleveland Clinic, EY, Land O'Lakes, Inc., and PepsiCo.

In 2024, the SCIN organized and hosted the following events:

### “Supply Chain Disruption”

Thursday, February 29<sup>th</sup>, 2024 (*Virtual*)

Speakers:

**Lynlee Brown**, Partner, Global Trade, EY

**Edward DuBeau**, Senior VP and Global Enterprise Resource Planning (ERP) Business Leader, Zoetis

**Staae Gjervik**, President, Supply Chain, ExxonMobil

**Mark Irvin**, Chief Supply Chain Officer, Best Buy Co. Inc.

**Tim Roemer**, Former Member, US House of Representatives (1991–2003); Former US Ambassador to India (2009–11)

**Bart van den Hoven**, VP of Procurement, Europe, Middle East, and Africa, Marriott International

### “Enhancing Supply Chain Efficiency through GenAI Solutions”

Thursday, June 3<sup>rd</sup>, 2024 (*In-person*)

Speakers:

**Ayoub Abielmona**, Senior Manager of Business Consulting, EY

**Nicholas DeGiacomo**, Founder and CEO, Bucephalus Tech; Adjunct Associate Professor of Applied Statistics, Columbia University

**Alex Harvey**, Chief of Advanced Technology, Ocado Technology

**Srikanth Jagabathula**, Chief Supply Chain Officer, Lamb Weston

**Daniel Russo**, Philip H. Geier Jr. Associate Professor of Business, DRO Division, CBS



Speed-networking for SCIN members and Columbia faculty during the June 3<sup>rd</sup> meeting

## Entrepreneurship and Competitiveness Programs

For the past 10 years, the Deming Center's **Entrepreneurship and Competitiveness (EC)** programs have served hundreds of entrepreneurs of small to medium-sized companies in the United States, Latin America, and Africa seeking to grow their companies and better compete in the global landscape. The programs empower entrepreneurs with concrete skills and methodologies while instilling a culture of operational excellence in their companies, with the goal of advancing economic equity in these regions. Throughout the program duration of 1 year, selected companies participate in teams of 2 to 3 leaders who attend in-person block weeks and online classes, and complete capstone projects related to process improvement and business expansion.

In January 2024, the Deming Center graduated the inaugural cohort of the pilot **Entrepreneurship and Competitiveness for the United States (EC-America)** program, offered for Hispanic-led businesses in the United States. Made up of 30 entrepreneurs from 12 companies based in Arizona, California, Washington DC, New York, North Carolina, Oklahoma, and Texas, the cohort spanned multiple industries, including advertising, agriculture, apparel, food and beverage, footwear, education, facilities management, packaging, and raw materials distribution. In the year-end evaluation results, 100% of participants stated that they were "extremely satisfied" with the '23-24 EC-America program overall, and 85% of participants reported that the project work had "great impact" within their companies. On their experience in EC-America, one participant said, "The program overall was an incredible opportunity to iterate on your company while having a network of peers and mentors to provide input and support along the way. It did a great job of creating a community to exchange business best practices and foster healthy entrepreneurial debate." Other participants expressed similar sentiments, saying, "This program has transformed our ideology of business for the better," and, "The program went above and beyond my expectations."



Graduation ceremony for the '23-24 cohort of the EC-America program

Also in January 2024, the Deming Center, in collaboration with the Jerome A. Chazen Institute for Global Studies, graduated the seventh cohort of the **Entrepreneurship and Competitiveness in Latin America (ECLA)** program, with 33 entrepreneurs from 12 companies based in Brazil, Chile, Colombia, Costa Rica, Cuba, Mexico, Peru, and Uruguay. In the year-end evaluation results, 76% of participants stated that they were “extremely satisfied” with the ‘23-24 ECLA program overall, and 64% of participants reported that the project work had “great impact” within their companies. On his experience in ECLA, André Bastos Lopes Ferreira of Alus Medicina Diagnóstica said, “It was a great experience overall. Education-wise, the different skills that I learned through the program have helped me a lot already in and out of the company.”



'23-24 cohort of the ECLA program



Graduation ceremony for the '23-24 EC-Africa cohort

In June 2024, the ECLA program held its first alumni reunion, welcoming back 30 entrepreneurs from 21 companies for a week of presentations, new classes, visits to companies in New York City, and several networking events. In November 2024, the ECLA program closed the recruitment period for its eighth cohort. Made up of 38 entrepreneurs from 16 companies and spanning multiple industries, including bulk materials handling, edTech, energy, fashion & apparel, food and beverage, finTech, health and supplements, media production, recycling, regulatory compliance, social impact, technology, and travel retail, this next ECLA cohort is set to begin its first module at the CBS campus in January 2025.

In September 2024, the Deming Center, in collaboration with the Chazen Institute, graduated the second cohort of its **Entrepreneurship and Competitiveness for Africa (EC-Africa)** program, made of 48 entrepreneurs from 15 companies based in 6 countries, including Egypt, Kenya, Morocco, Nigeria, South Africa, and Tunisia. In the year-end evaluation results, 63% of participants stated that they were “extremely satisfied” with the ‘23-24 EC-Africa program overall, and 71% of participants reported that the project work would likely have “great impact” within their companies. On their experience in EC-Africa, one participant commented, “It’s a great investment with endless learning and networking opportunities.”

## Entrepreneurship and Competitiveness for the United States

### Graduated EC-America '23-24 Cohort

#### AC&M Group LLC

Headquarters: Charlotte, NC

Entrepreneurs: Jaime Cardenas, Alfredo Amparán, and Lautaro Rosales

Industry: Advertising Services

#### BeeReaders

Headquarters: Austin, TX

Entrepreneurs: Ruben Arias, Roberto Pelz, and Luis Gringas

Industry: Education

#### Gula Gula NY LLC (DBA goodfood)

Headquarters: Mattituck, NY

Entrepreneurs: Luchi Masliah and Lucia Robinson

Industry: Food & Beverage

#### Hurlen Corporation

Headquarters: Santa Fe Springs, CA

Entrepreneurs: Tomi Hurtado More and Shelby Boyd

Industry: Raw Materials Distribution

#### Kids of Immigrants

Headquarters: Los Angeles, CA

Entrepreneurs: Daniel Buezo, Debbie Gonzales, and Christian Gray

Industry: Apparel

#### Progeny Coffee

Headquarters: Palo Alto, CA

Entrepreneurs: Maria Palacio and John Trabelsi

Industry: Food and Beverage

#### REP Provisions

Headquarters: Bixby, OK

Entrepreneurs: Nicolas Gaviria and Justin Johnson

Industry: Agriculture

#### Schola, Inc.

Headquarters: Phoenix, AZ

Entrepreneurs: Shawn Hoffman and Carlos Melendez

Industry: Education

#### Social Driver

Headquarters: Washington, DC

Entrepreneurs: Thomas Sanchez, Leslie Albrecht, and Jon Gavejian

Industry: Advertising Services

#### Southwest Packaging Solutions

Headquarters: Dallas, TX

Entrepreneurs: Edgar Sotelo, Michelle Sotelo, and Martha Gilley

Industry: Packaging Services

#### Stivali New York

Headquarters: New York, NY

Entrepreneurs: Louis Guarin and Lina Cristancho Guarin

Industry: Footwear

#### Unica Enterprises

Headquarters: Dallas, TX

Entrepreneurs: Nancy Galvan, Eric Marcelaño, and Claudia Bedolla

Industry: Janitorial Services and Facilities Management

## Entrepreneurship and Competitiveness in Latin America

### Graduated ECLA '23-24 Cohort

#### Acid Labs

Country: Chile

Entrepreneurs: Gert Findel and Alvaro Rojas

Industry: IT Services

#### Aequales

Countries: Colombia, Mexico, and Peru

Entrepreneurs: Patricia Bravo and Sara Gaviria

Industry: Consulting

#### Alus Medicina Diagnóstica

Country: Brazil

Entrepreneurs: Lucas Assad de Paula, André Bastos Lopes Ferreira, and Nicolas Vecchio

Industry: Healthcare

#### Beso Francés

Country: Peru

Entrepreneurs: Christian Bedriñana, Samantha Lafosse-Marin, and Mónica Suárez

Industry: Restaurants

#### Ecoinca/VisaFruit

Countries: Peru and Costa Rica

Entrepreneurs: Rachele Olortegui and Joselyn Villalobos

Industry: Food Products

#### For Promotional

Country: Mexico

Entrepreneurs: Daniel Laniado, David Laniado, Jacobo Laniado, and Saul Laniado

Industry: Promotional Items

#### Green SQA

Country: Colombia

Entrepreneurs: Margaret Florian Caipa and Liliana Gomez

Industry: IT Services

#### Interlub

Country: Mexico

Entrepreneurs: Pablo Barba, Oscar Castro, Marc Freudenberg, and Erik Pinedo

Industry: Industrial Lubricants

#### Mandao

Country: Cuba

Entrepreneurs: Marta Deus and Yaima Valdés

Industry: Technology/Logistics

#### R5

Country: Colombia

Entrepreneurs: Pablo Armida, Ricardo Buitrago, and Fernando Sucre

Industry: Insurance/Lending

#### Sawu

Country: Chile

Entrepreneurs: Eduardo Gallardo and Arturo Vicent

Industry: Mining Services

#### ViperMed

Country: Uruguay

Entrepreneurs: Martín Amoroso and Ignacio Oliveri

Industry: Pharma/Marketing



**June '24 ECLA Alumni Reunion Participants****Julia Azuma '15**

Different Roads to  
Learning, Inc., US

**Pablo Barba '24**

Interlub, Mexico

**Álvaro Cadavid '21**

TRAINCOL, Colombia

**Jaime Cardenas****(EC-America '24)**

AC&M Group, LLC, US

**Oscar Carrillo '12**

MEXQ, Mexico

**Pablo Celedón '19**

Industria Metalmecánica  
Rivet Ltda., Chile

**Pamela Chávez-Crooker '13**

Domolif (formerly  
Aguamarina), Chile

**Jose Luis Cisneros '19**

La Zarza, Mexico

**Ole Faarbaek Jensen '15**

Verdissimo, Colombia

**Bruno Ferrari '17**

123Seguro, Chile

**Marc Freudenberg '24**

Interlub, Mexico

**Patricia Gallardo Krause '13**

Bio Company, Chile

**Rocio González '17**

Daravi, Argentina

**Juan Pablo Henao '21**

TRAINCOL, Colombia

**Jan Jakob '13**

Ulasoft, Argentina

**Eduardo Kbal '17**

USSSeguridad Integral, Argentina

**Carlos Londono '13**

On Vacation, Colombia

**Marcelo Lopez '17**

UrulT by Nearsure, Uruguay

**Camilo Marino '13**

On Vacation, Colombia

**Iris Lorena Núñez '17**

Papa, Argentina

**Álvaro Orjeda '21**

Monteoro Alimentos, Peru

**Jose Eduardo****Quintero Jaramillo '15**

Verdissimo,  
Colombia

**Daniel Rosas '17**

TES America Andina SAS,  
Colombia

**Kevin Schaller '15**

Schaller Design Group,  
Colombia

**Cristobal Soto '21**

Monteoro Alimentos, Peru

**Karla Teresa de Alba '19**

La Zarza, Mexico

**Mauricio Ulla '13**

Ulasoft, Argentina

**Bianca Vizcarra '21**

Monteoro Alimentos, Peru

**Manuel Wiechers '17**

Iluméxico, Mexico

**Andrea Zolkowicz '17**

Papa, Argentina



## Incoming ECLA '25-26 Cohort

### Bio Company

Country: Chile

Entrepreneurs: Patricia Gallardo Krause and Gloria Abusleme

Industry: Food & Beverage

### Café Quindío

Country: Colombia

Entrepreneurs: Jaime Andrés Moreno and Laura Moreno

Industry: Food & Beverage

### Capitaria Ltd.

Country: Colombia

Entrepreneurs: Nicolás Gallardo and Pedro Torrealba

Industry: FinTech

### CIDUR

Country: Mexico

Entrepreneurs: Enya Roxana Nava García and Estefania Nava García

Industry: Regulatory Compliance

### Erco Energy

Country: Colombia

Entrepreneurs: Juan Esteban Hincapié Rivera, Juan Camilo López, and Carolina Maichel

Industry: Energy

### Global66

Country: Chile

Entrepreneurs: Martin Castiglioni, Cristobal Forno, and Mauricio Oneto

Industry: FinTech

### Hola Soy Violetta

Country: Mexico

Entrepreneurs: Sara Kalach Esseis and Floretta Mayerson

Industry: Social Impact Technology

### Hybrytec

Country: Colombia

Entrepreneurs: Lina Cordoba, Camilo Jaramillo, and Jorge Restrepo

Industry: Energy

### Inner Beauty and Health

Country: Uruguay

Entrepreneurs: Andrea Sgarbi and Valentina Vinaja

Industry: Health & Supplements

### Musa

Country: Peru

Entrepreneurs: Patricia Barrios Verand, Mónica Ramos Li, and Erik Sibille Hablutzet

Industry: EdTech

### Pelado B

Country: Colombia

Entrepreneurs: Santiago Mejía, Francisco Mendoza, and Simón Rosas

Industry: Media Production

### Poke

Country: Colombia

Entrepreneurs: Isabella Fernández and Camilo Obregón

Industry: Food & Beverage

### Industria Metalmecánica Rivet Ltda.

Country: Chile

Entrepreneurs: Leandro Llanza, Jorge Medina, Christopher Richardson

Industry: Bulk Materials Handling

### Scorpi Uniforms

Country: Chile

Entrepreneurs: Christian Eblen and Matias Román

Industry: Apparel

### Trotamundos

Country: Uruguay

Entrepreneurs: María Sofía Fernández and Florencia González

Industry: Travel Retail

### ZeroQ

Country: Chile

Entrepreneurs: Ernesto Erdmann Carmine and Xania Pantoja De Prada

Industry: Technology

## Entrepreneurship and Competitiveness in Africa

### Graduated EC-Africa '23-24 Cohort

#### ALN

Country: Kenya, Nigeria, Rwanda

Entrepreneurs: Olujoke Aliu, Julien Kavaruganda, and Rosa Nduati-Mutero

Industry: Legal

#### ariika

Country: Egypt

Entrepreneurs: Khaled Attallah and Shahir Arslan

Industry: Home Furnishings

#### Aromakare

Country: Kenya

Entrepreneurs: Mary Ngechu, James Ngechu, Rajini Sankar, and David Ngechu

Industry: Manufacturing

#### Chari

Country: Morocco

Entrepreneurs: Sophia Alij and Ismael Belkhayat

Industry: B2B e-Commerce & FinTech

#### DATAPROTECT

Country: Morocco

Entrepreneurs: Nor El Houda Sabbar

Industry: Cybersecurity

#### ED Partners Africa

Country: Kenya

Entrepreneurs: David Fitzherbert, Lydia Koros, Janet Waweru, and Ruth Wairimu

Industry: Finance

#### Fin

Country: South Africa

Entrepreneurs: Timothy Nuy, Babylon Mukunga, Diana Bichanga, and Joshua Adams Waite

Industry: Fintech

#### MAFODER Group

Country: Morocco

Entrepreneurs: Hamza Slaoui and Hicham Zizi

Industry: Construction

#### Natura Agro-Trade

Country: Egypt

Entrepreneurs: Amr El-Meniawy, Sarah Mokhtar, and Salma Soliman

Industry: Food Processing

#### One to One for Research and Polling

Country: Tunisia

Entrepreneurs: Youssef Meddeb, Imen Mezlini, and Wafa Memmi

Industry: Survey and Research

#### Sygnite Power and Energy Solutions Ltd.

Country: Nigeria

Entrepreneurs: Afolabi Anani, Olanike Anani, and Ayodeji Adeyemo

Industry: Energy

#### Synapse Analytics

Country: Egypt

Entrepreneurs: Ahmed Abaza, Galal El Beshbishy, Ahmed Nabih, and Nora Mashhour

Industry: AI Credit Scoring

#### T3 Kenya Limited

Country: Kenya

Entrepreneurs: Gurpreet Kaur Kenth, Ikreet Singh Kenth, Ramal Fernando, and Harjeet Singh Kenth

Industry: Manufacturing and Recycling

#### Viathan

Country: Nigeria

Entrepreneurs: Habeeb Alebiosu, Oluwaseun Sowunmi, Solabomi Oreagba, and Raymond Eromosele

Industry: Power and Gas

#### Yodawy

Country: Egypt

Entrepreneurs: Mona El Sherif, Sherief El Feky, and Malek Ziad

Industry: Healthcare

## Deming Center Advisory Board

On June 24<sup>th</sup>, 2024 the Advisory Board of the Deming Center convened for an in-person meeting that summarized the activities and programming of the Deming Center in 2024. Additionally, members were given a presentation and panel discussion around Artificial Intelligence (AI), and brief on the state of affairs at CBS by Costis Maglaras, Dean and David and Lyn Silfen Professor of Business in the DRO Division.

### **'23-24 Deming Center Advisory Board Meeting**

Monday, June 24<sup>th</sup>, 2024

*In-person Meeting at David Geffen Hall*

#### Generative AI, the Trust Paradox, and Workforce Adoption

##### **Dan Wang**

Lambert Family Associate Professor of Social Enterprise, Management Division

#### AI Industry Applications: A Panel Discussion

##### **Deepak Bhatia**

Chief Technology Officer and Senior VP, The Hershey Company

##### **Rodrigo Kede Lima**

President for Americas Enterprise and Microsoft CVP and President for Latin America, Microsoft

##### **Angela Quintero**

Adjunct Assistant Professor, DRO Division; Managing Director, W. Edwards Deming Center

#### The State of CBS

##### **Costis Maglaras**

Dean; David and Lyn Silfen Professor of Business, DRO Division

Also in 2024, the Deming Center welcomed 2 new members to its Advisory Board: **James Biolos**, President of Faryl Robin Footwear, and **Yulia Myronova '23**, Co-founder and CEO of Yainvest AG.

## Deming Center Advisory Board Members

### **Ghassan Abou-Alfa '16**

Attending Physician, Memorial Sloan Kettering Cancer Center; Faculty, Weill Medical College, Cornell University

### **Marco Antonio Achon '04**

Head, Santander Corporate & Investment Banking; CEO, Santander Investment Securities; General Manager, Banco Santander, New York Branch

### **Kristen Baldwin '14**

CPO, Selecta Biosciences

### **Richard Barakat '14**

Physician-in-chief and Director of Cancer, Northwell Health Cancer Institute; Senior VP, Cancer Services, Northwell Health

### **Omar Besbes '08**

Vikram S. Pandit Professor of Business, DRO Division, CBS

**James Biolos**, President, Faryl Robin Footwear

### **Eli Carmeli**

Global VP and Integration Lead, Giesecke+Devrient

### **Ana Chadwick**

Executive VP and CFO and Treasurer, Insulet Corporation

### **Alessandro Delfino '08**

Partner, McKinsey & Company

### **Matteo Del Vecchio '08**

Senior VP and Head of Transformation & Integration, EssilorLuxottica North America

### **Bruno Di Leo**

Managing Director, Bearing North LLC

### **Courtney Dornell '18**

Executive Director, Sales & Marketing, Otis Elevator Company

### **Shahram Ebadollahi '16**

Operating Partner, ARCHIMED

### **Beth Ford '95**

President and CEO, Land O'Lakes, Inc.

### **Nelson Fraiman '71**

Professor of Professional Practice, DRO Division, CBS; Faculty Director, Deming Center, CBS

### **Lynne Greene**

Former Group President, Clinique, Origins, Ojon, Aveda, and Darphin, The Estée Lauder Companies

### **Richard Jaffe '92**

Operating Partner, Overton; Venture Capital Adjunct Professor, SUNY FIT

### **Tim Knoll**

Executive VP and COO, Food Authority

### **Alison Lindland '08**

Executive VP and CCO, Movable Ink

### **Costis Maglaras**

Dean, CBS; David and Lyn Silfen Professor of Business, DRO Division, CBS

### **Roger Milford '17**

CEO, AiDANT Intelligent Technology

**Yulia Myronova '23**, Co-founder and CEO, Yainvest AG

### **Mahmoud Naghshineh '94**

VP, AI Impact and Partnerships, IBM

### **Abhay Nayak**

President of Global Diagnostics, Zoetis

### **David Niles '98**

Managing Partner, Council Advisors; Vice Chair, World 50 Group

### **Bennett Nussbaum '71**

Interim CFO, Purple

### **Vidul Prakash '97**

Finance and Operations Executive

### **Deirdre Quinn**

Co-founder and CEO, Lafayette 148

### **Ali Sadighian '09**

Senior Manager, Uber

### **Anita Samojednik '08**

CEO, Paro.io

### **Medini Singh**

Senior Lecturer in Discipline in Business, DRO Division, CBS

### **Todd Socia**

Senior VP, Print Products & Services, *The New York Times*

### **Glenn Steinberg '91**

Principal and Global & Americas Supply Chain Leader, EY

### **Marc von Grabowski '20**

CEO, JJ-LAPP

### **Andrew Wallach '00**

President and CEO, Central National Gottesman

### **Jennifer Wolfe '97**

Operations Executive

## Deming Center Leadership



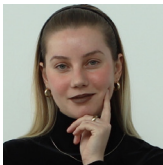
### Santiago Balseiro '13

Research Director, W. Edwards Deming Center, CBS;  
Associate Professor of Business, DRO Division, CBS



### Nelson Fraiman '71

Faculty Director, W. Edwards Deming Center, CBS;  
Professor of Professional Practice, DRO Division, CBS



### Molly Muench

Senior Associate Director, W. Edwards Deming Center, CBS;  
EMBA '26 Candidate, CBS



### Angela Quintero

Managing Director, W. Edwards Deming Center, CBS;  
Adjunct Assistant Professor, DRO Division, CBS



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