

Consultant Registry Profile

Information

Consultant Name, Doug Serrano Address, 1500 N University Dr., Suite 204 City, Coral Springs State, FL Web site, www.quietexcellence.com Email, dougserrano@quietexcellence.com

Your Experience

Check all boxes that apply, be sure that narratives do not cause the Profile, including Disclosures to exceed two pages

Baldrige Criteria Examiner Experience: 🔲 VA SPQA 🔀 Other State Programs 🔀 Baldrige National Program 🔀 Other

Narrative: Eight-year member of the Baldrige National Board of Examiners, currently serving as an active alumni examiner. Served in the entire spectrum of examiner roles including category lead, scorebook editor, team leader, mentor to new examiners, and senior examiner coach. Multiple years of experience with all stages of the evaluation process – independent review, consensus, and site visit. As an examiner, evaluated over 20 applications at the state or national level. Multi-year history judging Baldrige-based applications at the state level, as well as for the Veterans' Affairs Department's Carey Award program, and also serve as a Judge for the American Society for Quality's International Team Excellence Awards program. As the commanding officer of the Defense Distribution Depot, San Joaquin, CA., led the Baldrige efforts for the first government organization to ever win the California Awards for Performance Excellence (CAPE) program's Gold-level Eureka Award. As Chief of Performance Management for the US Army, initiated the Army Performance Excellence Award program.

Baldrige Criteria Training: 🛛 Attended 🔀 Delivered

Narrative: Highly regarded speaker on the subject of the use of the Baldrige Criteria for Performance Excellence – from small group presentations to national conference venues. White papers available upon request for selected presentations. Topics include "Thanks for the feedback report, now what?," regarding a systematic approach for effective utilization of a Baldrige-based feedback report, "MBARGQ – Management By Asking Really Good Questions," with information about using the Baldrige questions to guide organizational performance, and "Getting Executive Engagement," making the business case for Baldrige. Baldrige/Quality/Productivity Consulting experience: 🛛 5-10 years, 🗌 10 years plus

Narrative: Client services focus on FACT - Facilitation, Assessment, Consultation, and Training. Authored, co-authored, or edited nine applications at the state- or nationallevel in the role of organizational leader or consultant. Facilitated organizational leadership and management systems design, strategic planning, action planning, and process improvements. Assistance to client organizations have included site visit preparation for award recipients at state and Baldrige National Quality Award levels, as well as specific recommendations for improvement which have taken organizational performance to the next level. Consultative services have helped leaders create organizational success, including cultural transformation, customer service enhancements, and criteria implementation. Training topics, including leadership development, and an entire toolbox of improvement methodologies, have received high praise from participants:

Sector Focus:	\boxtimes	Healthcare	\square	Manufacturing	\boxtimes	Government	\square	Service	\boxtimes
Education									

Narrative: Executive experience in Government, Manufacturing, Service, and Education sectors. Experience in all sectors providing facilitation, assessment, consulting, and training services.

Clients Past and Present Please list no more than four Client organizations you have personally worked with where your Baldrige Criteria Expertise was applied								
Organization 1: Pro-Tec Steel Coating Company, Leipsic, Ohio (2007 MBNQA recipient)	Organization 3: Union Hospital, Terre Haute, Indiana							
Organization 2: Fleet Readiness Center, SW, SanDiego, California	Organization 4: California Awards for Performance Excellence program							

Disclosures

Through posting this Profile, the Consultant certifies the information provided is correct and there are no criminal, civil, or other suspension and debarment actions associated with the Consultant or their organization that would cause undue harm to any client engagement resulting from this Profile. Furthermore, Client organizations must be informed that if the Consultant is engaged in a formal Virginia SPQA duty, the Consultant must recuse themselves relative to any current or future examination or deliberations associated with the Client organization.