

ASQ Synergy for Success – Virtual Conference Schedule – July 22 -24, 2025

Track 1 – Cutting EDGe Practices • Track 2 – Process Excellence • Track 3 – Digital Transformation

Date	Time	Title & Summary	Speaker (s)
Tuesday, July 22, 2025	10:00am - 11:00am ET Keynote	Opening remarks by Conference Co-Chairs and Keynote: Developing a Mindset of Excellence: Staying Competent in the Era of AI Opening remarks and Opening Keynote speaker	April Thomas and David Larsen, Conference Co-Chairs Dr. Adil Dalal, Keynote speaker
Tuesday, July 22, 2025	11:00am - 11:45am ET Track 1	Beyond Projects: Operationalizing Strategic Transformation for Lasting Process Excellence Too often, continuous improvement efforts are confined to isolated projects—delivering short-term gains but failing to drive sustained transformation. In this session, I will share a dynamic and strategic framework for operationalizing transformation across the enterprise—shifting quality from a set of tools to a way of thinking, working, and leading.	Dr. Rhonda Farrell
Tuesday, July 22, 2025	11:00am - 11:45am ET Track 2	Excellence Through Quality - Road Map Regardless of their size, type, and/or sector; Excellence is the dream of every organization around the globe. Excellence is the ultimate goal for every business. Consciously or unconsciously, whether they planned for that or not planned; Organizations strive and work hard to achieve Excellence by improving their performance to stand out of competitors and dominate the marketplace. Excellence is about achieving outstanding and sustainable business results at the different organizational aspects such as leadership, strategy, people, processes, outsourcing, customer relationship, customer satisfaction, etc.	Dr. Omer Eltigani
Tuesday, July 22, 2025	11:00am - 11:45am ET Track 3	Artificial Intelligence 101: A Guide for Continuous Improvement Practitioners Discover how artificial intelligence (AI) is transforming the way we solve problems, analyze data, and create efficiencies in our organizations. Designed specifically for continuous improvement practitioners, this session breaks down complex AI concepts into simple, actionable insights you can use right away.	William Harvey

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Tuesday, July 22, 2025	12:00pm - 12:45pm ET Track 1	<p>Bringing Quality to Government Operations: How the ASQ/ANSI G1 Standard Provides a Guiding Star for its Efficiency and Effectiveness</p> <p>In March of 2021, the ASQ Government Division published the ANSI G1 standard, that included a new and unique means of scoring the maturity of quality practices used in systems and in processes. The standard was created to fit the unique challenge of quality applications in government, and its use and recognition has been growing progressively since that time. The U.S. Naval Weapons Centers are early implementers of ANSI G1 as are two Federal Courts, and the California Department of Transportation. In addition, the Government of the Philippines has recently sponsored a training for its Executive agencies, and 50 examiners from around the world have been trained in its use.</p>	Richard E. Mallory
Tuesday, July 22, 2025	12:00pm - 12:45pm ET Track 2	<p>The Symbiotic Relationship of Measurement System Analysis and Process Capability</p> <p>Whether in the design lab, product testing, or in the work environment, engineers are typically measuring something with some type of instrumentation. The ultimate question is, how do you know that the answer is right? (Note: This is not about calibration). What risks might we bear if our evaluation is wrong? Attend this session to understand how measurement system analysis (MSA) and process capability (Cpk) are interdependent on each other to ensure an effective decision during product and/or process design.</p>	Jd Marhevko
Tuesday, July 22, 2025	12:00pm - 12:45pm ET Track 3	<p>Exploring Quality 4.0 and the Way Forward in the Quality Journey</p> <p>In the current era of rapid technological advancement, including digitization, automation, and artificial intelligence, organizations are undergoing significant transformations. Adapting to these changes is crucial for organizations, and identifying the optimal starting point and strategies for future readiness becomes paramount in the planning process. This presentation examines the evolution and implementation of Quality 4.0 (Q4.0) within the context of Industry 4.0 (I4.0) technological advancements.</p>	Jiamei Wang
Tuesday, July 22, 2025	1:00pm - 1:45pm ET Track 1	<p>From Lean to Green: Embedding Sustainability into Operational Excellence Programs</p> <p>As industries face intensifying pressure to meet climate commitments while remaining competitive, operational excellence can no longer ignore sustainability. This presentation explores global best practices from leading organisations that have successfully integrated sustainability into their operational excellence strategies—offering inspiration and practical lessons for quality professionals, operations leaders, and ESG strategists.</p>	Fredie More Franco Pablo

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Tuesday, July 22, 2025	1:00pm - 1:45pm ET Track 2	<p>Why Wait Until It is Too Late to Engage Your Value Chain? Learnings from a Successful Receivership.</p> <p>In a typical receivership, a third-party consultant is called in by the bankruptcy court to manage the ongoing operations and either facilitate the sale of the company to another business or liquidate the assets and distribute the revenue resulting from the sale to the creditors. A description of this process, along with reflections and learnings on how to prevent the bankruptcy in the first place, is presented in the context of a small Midwest manufacturer of custom equipment to two large, automated equipment manufacturers/ integrators. This is done through the lens of the Lean Value Chain principles.</p>	Frank Murdock
Tuesday, July 22, 2025	1:00pm - 1:45pm ET Track 3	<p>Quantum Leap in Quality: Harnessing Quantum Computing for Digital Transformation</p> <p>As organizations implement Digital Transformation, a new frontier is emerging that can possibly transform the way we innovate and guarantee quality: quantum computing. Quantum computing is still under development, but it is approaching maturity and has numerous potential applications across various industries, including pharmacy, logistics, cybersecurity, and finance. This revolutionary technology can address challenges that were previously infeasible to solve using classical computation methods, resulting in enhanced accuracy and performance. This presentation will explain how quantum computing can collaborate with Quality 4.0 principles to redefine conventional testing, verification, and optimization activities.</p>	Akhil Reddy Bairi
Tuesday, July 22, 2025	2:00pm - 2:45pm ET Track 1	<p>Replacing the Traditional Audit Checklist With a Virtual, Risk-Based, Investigative Framework</p> <p>Join us for this insightful webinar, where we'll explore how a modern virtual framework can help you move beyond compliance-based audits and assessments. The approach presented in this webinar is designed to help auditors and assessors improve the quality of their findings, which will help organization strategically allocate resources to more effective corrective actions and reduce overall risk.</p>	Rob De La Espriella

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Tuesday, July 22, 2025	2:00pm - 2:45pm ET Track 2	<p>Extreme Agile Servant Leadership: Your Dream Team is Waiting!</p> <p>In today’s dynamic business environment, leadership is not just about achieving results—it’s about serving others, empowering teams, and fostering a culture of collaboration. Extreme Agile Servant Leadership takes this concept to the next level by emphasizing selflessness, deep empathy, and a commitment to empowering individuals to unlock their full potential. This approach is especially critical in quality management, where collaboration, innovation, and continuous improvement are the keys to success. This presentation will explore how Extreme Agile Servant Leadership can revolutionize the quality management landscape by creating self-managing, empowered high performing teams, driving innovation, and achieving exceptional outcomes.</p>	Brittain Silver
Tuesday, July 22, 2025	2:00pm - 2:45pm ET Track 3	<p>Beyond the Hype: AI for Today—and What It Might Do Tomorrow</p> <p>Artificial Intelligence (AI) is everywhere—on your newsfeed, in your tools, and probably in more vendor sales pitches than you’d like. But how useful is it really for quality professionals? Spoiler alert: it’s not replacing you anytime soon. But it might just become a surprisingly helpful productivity partner. “Beyond the Hype: AI for Today—and What It Might Do Tomorrow” takes a clear-eyed look at where AI succeeds, where it fails, and how we can use it more wisely in quality work. We’ll explore a set of real QMS use cases—from document control to audits to training—and evaluate what AI does well, where it struggles, and what that tells us about its current (and possible future) role in quality. We’ll avoid the extremes: this session isn’t about embedding AI into your ERP/MRP system or uploading your entire document repository to a chatbot. But it also won’t stay theoretical. We’ll try out a few small, practical examples together—tools you can use today in your actual work. Along the way, you’ll gain a better feel for how to evaluate AI’s strengths and weaknesses with more nuance. We won’t become AI super-users in one session—but you might leave thinking more critically about how (and where) AI can genuinely help. You might even walk away with a new AI trick or two. This session is for anyone curious, skeptical, or just trying to make sense of what AI means for their day-to-day work in quality.</p>	W. Frazier Pruitt

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Wednesday, July 23, 2025	10:00am - 11:00am ET Keynote	Opening remarks by Conference Co-Chairs and Keynote: The Silver Bullet: Using Great Processes to Solve Great Challenges Welcome remarks and Keynote speaker	April Thomas and David Larsen, Conference Co-Chairs Peg Pennington, Keynote speaker
Wednesday, July 23, 2025	11:00am - 11:45am ET Track 1	Driving Excellence in Design & Construction: Best Practices for More Efficient Projects In design and construction, efficiency is essential to meet client demands for faster delivery, lower costs, and superior quality. By adopting best practices, organizations can optimize workflows, reduce waste, and significantly improve overall project performance. Below are several critical areas to focus on for achieving greater efficiency in design and construction projects.	Osman Ali Aboud Ahmed
Wednesday, July 23, 2025	11:00am - 11:45am ET Track 2	W.I.S.E. and C.A.L.M. Leadership: Where Timeless Principles Meet Today’s Challenges Have you ever faced a critical leadership decision where your initial reaction wasn’t the best choice? As Viktor Frankl wisely said “Between a stimulus and a response, there is a space. And, within that space, you can choose to be who you are.” Leadership exists within this space—the moment between challenge and response. Every leadership moment emerges from interaction—with a colleague, a crisis, a system, or even oneself. A crisis erupts, and leaders must choose between panic and clarity. A team member underperforms, and leaders must decide between judgment and understanding. A company is caught between profit and purpose.	Dr. Hung Le
Wednesday, July 23, 2025	11:00am - 11:45am ET Track 3	Transforming Lean Supply Chains with Digital Twins: A Quality Professional's Perspective Main Message: - The main takeaway is that digital twins are essential tools for realizing lean supply chain goals such as waste reduction, improved efficiency, improved lead times and enhanced quality. Quality professionals can use digital twins to simulate, monitor, and optimize production processes, ensuring just-in-time manufacturing and real-time adjustments. This integration of digital twin technology leads to more responsive and agile supply chains that meet customer expectations.	Priyank Patel

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Wednesday, July 23, 2025	12:00pm - 12:45pm ET Track 1	Best Practices for performing Gap Analysis Audits Gap Analysis is a planning process that is typically used to compare a current state to a desired future state. The difference between the two states is called the “gap” which is typically described in terms of the improvements that are required to achieve the desired state or else as the potential risks that may exist in the present state which need to be addressed. This presentation will cover the post analysis steps and suggest how to present the results of the Gap Analysis audit. This includes the various formats in which the results of gap analysis can be presented.	Tariq Masud
Wednesday, July 23, 2025	12:00pm - 12:45pm ET Track 2	Building an effective culture of quality in organizations An effective culture of quality is foundational to organizational success, driving consistency, customer satisfaction, and long-term competitiveness. Establishing such a culture requires deliberate alignment of leadership commitment, employee engagement, systemic processes, and continuous improvement. This summary outlines systemic frameworks for building a culture of quality.	Qiuping Yang
Wednesday, July 23, 2025	12:00pm - 12:45pm ET Track 3	AI Roadmap for Pharmaceutical Healthcare: Validation, Compliance, and Breakthrough Innovations Artificial intelligence (AI) is reshaping the pharmaceutical healthcare sector at an unprecedented pace, offering powerful tools for drug discovery, manufacturing, supply chain optimization, and post-market surveillance. However, bringing AI solutions to fruition while meeting rigorous regulatory requirements is anything but simple. This presentation provides a structured roadmap for developing and integrating AI in pharmaceutical processes, with special focus on validation, compliance, and groundbreaking applications.	Lalitha Amarapalli
Wednesday, July 23, 2025	1:00pm - 1:45pm ET Track 1	WIIFM (What’s in it for me?): WHY should I get behind your continuous improvement/lean journey? What’s in it for me? (WIIFM). Why should I get behind your continuous improvement/lean journey? One of the biggest challenges I have seen in the workplace is the “WHY” we are doing this. As a organization it seems to be more of a directive versus a “what’s in it for me”. Once this WHY is explained to the employees, they are more open to buy-in and join the journey.	Melissa L Sherman
Wednesday, July 23, 2025	1:00pm - 1:45pm ET Track 2	What Is Part of Our Project?: Tools for Requirements Gathering and Management	Zac Jarrard

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		Requirements are an essential part of project delivery. Poor requirements gathering and management could result in bad implementation, frustration, and project failure. There are several tools project managers can use to successfully gather and monitor requirements throughout a project lifecycle. This session will 1) examine the purpose of requirements 2) provide tools for gathering and managing requirements 3) share lessons learned from experience.	
Wednesday, July 23, 2025	1:00pm - 1:45pm ET Track 3	Ensure Your Charts Are Worth a Thousand Words: Improve Communication Using Clear Graphics Few things can be as deflating as when your ideas fall flat. Graphics and charts are important tools in communicating effectively. They are usually the fastest way to communicate KPIs, statistical analyses, and exploratory data analysis (EDA); however, too often the message is obscured by poorly constructed charts. In this presentation we will learn to apply best practices to common charts such as line, bar, and scatter plots.	Jameson Marriot
Wednesday, July 23, 2025	2:00pm - 2:45pm ET Track 1	Developing a Tailored Quality Management System for Construction: Addressing the Pitfalls of Misapplied Frameworks The construction industry in Canada is experiencing significant growth, particularly in metropolitan areas such as the Greater Toronto Area, Metro Vancouver, and Greater Montreal. While the residential sector has slowed due to federal and provincial economic policies following the COVID-19 pandemic, public construction projects have taken a pivotal role in sustaining economic momentum. In this growth, maintaining high-quality standards in construction projects has become increasingly crucial. However, a significant challenge in the industry is the improper adaptation of Quality Management Systems (QMS) originally developed for manufacturing and service sectors. The indiscriminate replication of these frameworks leads to ineffective quality control measures, misaligned Key Performance Indicators (KPIs), and difficulties in achieving construction-specific compliance and performance standards, which more or less we can see the consequences in delivery of public private partnership and major construction projects in Ontario.	Mason Masoumi, P.Eng, M.Eng
Wednesday, July 23, 2025	2:00pm - 2:45pm ET Track 2	Embracing Change to Win or Dooming Yourself to Fail? As experienced and even certified change practitioners, we are well-versed in the essential elements of successful organizational change management (OCM) efforts. However, there have been occasions when we failed to heed our advice and neglected to plan, dooming ourselves to failure from the beginning!	Luis G Morales

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Wednesday, July 23, 2025	2:00pm - 2:45pm ET Track 3	Harnessing the Power of Smart Manufacturing: Effective Implementation and Long-term Success Smart Manufacturing projects present unique challenges due to their reliance on emerging technologies that often lack standardized solutions or widely recognized best practices. The novelty and complexity of these technologies can make it difficult to find a one-size-fits-all approach, and the high costs associated with implementing these solutions can be a significant hurdle. Convincing management to invest in such technologies requires a well-crafted value proposition that clearly demonstrates the potential benefits and return on investment.	Girish Kumar Gopalakrishnan
Thursday, July 24, 2025	10:00am - 11:00am ET Keynote	Opening remarks by Conference Co-Chairs and Keynote: Navigating the Invisible Forces that Drive Successful Teams Welcome remarks and Keynote speaker	April Thomas and David Larsen, Conference Co-Chairs Dr. Nicole Radziwill, Keynote speaker
Thursday, July 24, 2025	11:00am - 11:45am ET Track 1	Continuous Improvement using a Systems Model and the BEST method The Lake County, Florida, Supervisor of Elections office utilizes the BEST method and the Best Practice Elections Operations systems model to validate its best practice in-person election day operations process. This presentation will provide an explanation of how Lake County, Florida, uses the standard and process assessment to identify a best practice, including process improvement opportunities.	Grace Duffy
Thursday, July 24, 2025	11:00am - 11:45am ET Track 2	The Cost of Quality The Cost of Quality (COQ) is a powerful way to measure the effectiveness of a Quality Management System in a single metric. This presentation will explain the basics of the Cost of Quality model and how to calculate the costs of conformance and non-conformance. One very common complaint from engineers and quality practitioners is that they aren't able to convince senior management to provide funding for their initiatives. By speaking the language of business, one can show the pay-back potential using the 'free money' that a reduction in external failure costs provides. Through informative explanations and illustrative examples, this presentation will be an ideal introduction to the Cost of Quality metric and how it can benefit your organization.	Denis Devos

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Thursday, July 24, 2025	11:00am - 11:45am ET Track 3	<p>Connected, Smart & Automated Quality: The Future of Smart Manufacturing & Compliance</p> <p>As FMCG manufacturers navigate an era of increased regulatory scrutiny, digital transformation, and global competition, traditional Quality Management Systems (QMS) relying on manual inspections and reactive problem-solving are no longer viable. This case study presents a strategic Quality 4.0 roadmap leveraging AI-driven defect detection, IoT-enabled real-time monitoring, and blockchain-powered compliance automation to revolutionize compliance, operational efficiency, and cost-effectiveness in a highly regulated manufacturing environment.</p>	Dr. Imran Ahmad Rana
Thursday, July 24, 2025	12:00pm - 12:45pm ET Track 1	<p>How to develop sustainable construction projects</p> <p>The construction industry makes an important contribution to the competitiveness and prosperity of the economy. Construction plays an important role in our drive to promote sustainable growth and development. Buildings are responsible for almost half of carbon emission, half of our water consumption, about one third of landfill waste and one quarter of all raw materials used in the economy.</p>	Dr. Abdul Razzak Rumane
Thursday, July 24, 2025	12:00pm - 12:45pm ET Track 2	<p>Supplier Risk Management: How to Set Yourself Up for Success</p> <p>With geopolitical and climate tensions rising higher than ever, supply chain risk management is coming to the forefront as a critical strategy for success for many companies. The key to truly mitigating risk at your company comes from engaging with all teams in the organization to get a true understanding of where the risk lies. You need to understand factors such as your customer’s priorities, which materials are critical according to your R&D and production teams, and where you can afford to spend from your finance team. Creating a well-informed risk management strategy will help your company be resilient in the face of an increasingly unstable market.</p>	Katie Armstrong

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Thursday, July 24, 2025	12:00pm - 12:45pm ET Track 3	<p>AI Adoption Journey: Governance, Challenges and Strategies</p> <p>As artificial intelligence rapidly transforms organizational operations, government agencies and public sector organizations face unique challenges in implementing AI solutions while maintaining ethical standards, ensuring compliance, and delivering citizen-centered services. This session provides a comprehensive roadmap for navigating the AI adoption journey from initial assessment through successful deployment. We will delve into the critical aspects of AI governance, uncover the potential challenges organizations face, and learn about effective strategies for successful AI integration. Whether you are a business leader, IT professional, or simply curious about AI, this session will provide valuable insights to help you navigate the complexities of AI implementation. Key content areas to be covered will be understanding the fast changing AI landscape, essential governance framework components, strategic implementation process covering readiness assessment, champion identification, system evaluation, pilot deployment demonstrating real-world case studies, risk mitigation strategies and more.</p> <p>Drawing on their expertise in Lean Six Sigma, project management, and data analytics, the speaker will provide a well-rounded perspective on navigating the complexities of AI adoption, especially in the public sector.</p>	Shruti Patil
Thursday, July 24, 2025	1:00pm - 1:45pm ET Track 1	<p>How to Start a Sustainability Program using the 5T Framework</p> <p>This workshop will walk you through a “how-to” checklist for starting a sustainability program. The checklist was published in the May 2023 issue of ASQ’s Quality Progress, titled “Expert Answer: How will climate change affect company stock?” This team approach, labeled 5T, is similar to Six Sigma, PDCA, SPC, and QFD in that new knowledge is followed by actual projects.</p>	David Saunders
Thursday, July 24, 2025	1:00pm - 1:45pm ET Track 2	<p>Supply Chains: Five-Fold Reconciliation</p> <p>The purpose is to show how a robust supply chain should be successfully reconciled across five sources of information: Approved Vendors, Master Agreements, Transactions, Deliveries, and Payments.</p>	Daniel Zrymiak
Thursday, July 24, 2025	1:00pm - 1:45pm ET Track 3	<p>Optimizing Analytic Dashboard Environments</p> <p>This presentation explores the application of Lean principles to optimize analytic dashboarding environments, focusing on the benefits of continuous monitoring and automation tools.</p>	Ron Synakowski

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Thursday, July 24, 2025	2:00pm - 2:45pm ET Track 1	<p>Adapting Lean to Drive Sustainability into the Supply Chain</p> <p>This session will give participants the skills and examples of Lean adaptations to drive sustainable waste reduction into the supply chain. They will be able to calculate the impacts of waste reduction in the supply chain and consider natural resources that generate Green House Gasses (GHG) a waste worth reducing.</p>	Russell Snyder
Thursday, July 24, 2025	2:00pm - 2:45pm ET Track 2	<p>Voice of Customer (VoC) to Voice of Manufacturing (VoM): Closing the Gap for Exceptional Product Quality</p> <p>In today’s competitive market, where numerous products are launched annually, companies must ensure their products exceed consumer expectations. This goes beyond quality; it requires creating intuitive solutions that effectively address customer needs. A strong brand and consumer loyalty stem from actively listening to the Voice of the Customer (VoC).</p>	Hardikkumar Patel
Thursday, July 24, 2025	2:00pm - 2:45pm ET Track 3	<p>Build Buy-In, Increase QA’s Perceived and REAL Value</p> <p>Is QA being challenged in your organization? Many QA groups have been dissolved recently under the (hopefully-mis-)impression that developers can do all needed testing. Such attitudes reflect a failure to buy into QA’s value, usually because the QA specialists have not successfully communicated their value, or (perhaps more often than recognized) because QA has not delivered claimed value. This interactive session explains how to deliver and communicate value the business can buy into.</p> <ul style="list-style-type: none"> • How businesses define and measure value • Translating quality into business terms • Making sure your QA in fact delivers value the business 	Robin Goldsmith