

Biographical Note



Mohamed Zairi

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Recognized as a Guru and International Expert in the field of Total Quality and Excellence Management.

Professor Zairi has influenced Quality Management Thinking for over 35 years. He has considerable expertise in Performance Measurement, Business Process Management, Change Management, Innovation Management, Governance, Service Improvement, in addition to Quality and Excellence Management. He has held several prestigious Endowed Chairs sponsored by Unilever PLC, SABIC and held the unique and prestigious Juran Chair in TQM for 10 years. He is an Emeritus Professor at the University of Bradford School of Management, Executive Chairman of the European Centre for Best Practice Management, Executive Chairman of Zairi Institute and CEO of Excellence Tetralogy. Professor Zairi has published over 70 books and 400 scientific papers. He was the recipient of the Lancaster Medal and the Grant Medal from the American Society of Quality (ASQ), the Ishikawa – Harrington Medal from the Asia Pacific Quality Organization (APQO), the Yoshio Kondo Medal from the International Academy of Quality (IAQ), Lifetime Achievement Medal from the Australian Quality Organization (AQO) and several other international recognitions and awards. Currently, Professor Zairi is acting as a Senior Advisor at the Prime Minister's Office (UAE Government). He is the chairman of the Jury of Abu Dhabi Government Excellence Program, Dubai Government Excellence Program and Sheikh Khalifa Government Excellence Program. He has played a significant role in growing the quality movement in the MENA Region over the last 25 years. Professor Zairi is one of the originators of the concept of Quality 4.0, has recently published the first two books on the disruptive thinking of Quality 4.0 in the World and is leading a major research on Quality Future Thinking.