

Dr. Felix C. Veroya, CIE, AAE, CLF, CKF, MBB, CSM, DHum

Professional Industrial Engineer | Associate ASEAN Engineer |
Certified Lean Facilitator | Master Black Belt | Certified Sprint Master |
Doctor of Humanities



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Profile Summary

Felix has a total of ten (10) years working experience in helping individuals and organizations to build and utilized competencies in Continuous Improvement, Innovation and Analytics across the fields of Academics, Logistics, Supply/Chain, Manufacturing, Training and Consulting for SMEs up to multinational corporations. He has proven skills relating to business administration, people management, research, statistical analysis, workshop facilitation and consulting. He was able to complete and coach projects utilizing proven tools and methodologies such as DMAIC (Six Sigma), SCORE (Lean), Design Thinking (Innovation) and self-initiated improvement frameworks on OEE/Capacity Improvement, Preventive Maintenance Time Reduction, Mistake Proofing, Quick Engineering Solutions, Idea Management, etc. He also published an international book entitled Introduction to Statistical Process Control: A Problem Solving Process Approach (ISBN: 978-87-403-1849-4) under Bookboon Ltd. Under a Denmark based e-book publisher and a local book entitled Creativity Tools: Develop Creative Solutions to Problems and Opportunities (ISBN: 978-621-8114-38-8). He is a Certified Industrial Engineer, an Associate ASEAN Engineer, a Certified Lean/Kaizen Facilitator, a Certified Lean Six Sigma Master Black Belt and a Certified Design Sprint Master. Felix also leads international initiatives to the Philippines as Chairman of the International Association of Innovation Professionals (IAOIP) and National President / Country Manager for Association for Manufacturing Excellence (AME). He has been elected as a Board Director of the Lean (Operational Excellence) Division of the Institute of Industrial & Systems Engineers (IISE). With all the initiatives he designed and deployed to the Industrial Engineering community here in the Philippines, he has been conferred with an Honorary Doctoral Degree (Honoris Causa) by the Asian Seminary Leadership and University of Oklahoma.

Work Experiences

Founder & CEO

Ask Lex PH Academy | Calabarzon & Mimaropa, Philippines | December 2016 to present

Process Excellence Manager

HGST Philippines Corp. | Calabarzon & Mimaropa, Philippines | April 2017 to April 2019

- Deploys Process Excellence Programs to Operations, Engineering, Quality Assurance and Support Groups resulting to increase in participation by ~15%.
- Serves as SME and workshop facilitator for Lean, Six Sigma, Industrial Statistics and Innovation.
- Deployed the use of Statistical Analysis Guide as part of the Change Management System / Integrated Management System resulting to reduction of failed process changes by ~25%.
- Created OEE Improvement Framework using DMAIC approach which resulted to a cost avoidance of ~\$100M.

Process Excellence Black Belt Engineer

HGST Philippines Corp. | Calabarzon & Mimaropa, Philippines | October 2015 to April 2017

Program Design

- Creates improvement frameworks to be used by manufacturing and non - manufacturing departments for their improvement projects.
- Establishes metrics for program monitoring and tracking.
- Designs and develops training and workshop materials for Lean, Six Sigma and Innovation.

Program Deployment

- Serves as Subject Matter Expert in Lean and Six Sigma and provide consulting services to operations and support groups in terms of tool selection, project coaching and Way of Life application.
- Creates campaign programs for Six Sigma and Innovation (Patent Promotion).
- Acts as the Six Sigma Yellow Belt Program Manager and acts as mentor/coach for Yellow Belt Candidates.
- Coaches Lean Six Sigma projects in areas of Quality, Yield and Cost Improvements which has an annualized saving of \$150K per project.
- Acts as Technical Reviewer for submitted Patent Disclosures for USPTO Patent Application.
- Conducts trainings and workshops for Lean and Six Sigma (Yellow and Green Belt Levels).

Accomplishments

- Completed HC Optimization project which resulted to a \$211K annualized savings.
 - Led and facilitated the Zero Customer Complaints Task Force reducing excursions from an average of four (4) to one (1).
 - Facilitated the Lead Time improvement for NPI / DOE business group reducing the metric from 112 days to 49 days.
 - Created a framework to properly prioritized improvement opportunities for support groups using Activity Based Improvements.
 - Designed an enhanced MMR Optimization model for operations group to optimize HC.
 - Introduced Gamification for Rewards and Recognition for Process Excellence Programs.
 - Introduced Idea Management Framework that will serve as pool of value adding improvement projects related to Productivity, Quality, Yield and Cost.
 - Created a Capacity Improvement Framework that will easily uncover improvement opportunities with suggested IE and Lean tools embedded on it.
 - Coached more than ten (10) improvement projects relating to Cost, Quality and Productivity with total savings of ~\$1M.
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Managing Director/VP for Business Development & Consultancy

IExcel Review and Training Center | January 2015 to present

Operations Management

- Manages the Operations, Training, Consulting and Business Development functions of the Training and Consulting segment of the business.

- Acts as Lean Six Sigma Program Director and Lead Consultant.
- Creates marketing programs and develops channels and business partnerships with clients as well as SMEs.
- Seeks accreditation of programs from international accrediting organizations such as IASSC, CSCC, Minitab Ltd. and Six Sigma Management Institute by Dr. Mikel J. Harry.

Consulting Portfolio

Implementation of Lean Six Sigma in a Precision Parts Manufacturing Company

- Deployed a Lean Six Sigma organization as a requirement of majority of its clients, members of which are Engineers and Top Management personnel as Champions.
- Trained and certified 20 professionals (10 YB and 10 GB) with value creation of \$63.4K annualized savings.
 - OIR CT Reduction for M8 Latch & IS
 - Elimination of Cutting Excess for Lens Holder Products
 - Optimization of Cycle Time for OQA Dimension Analysis
 - MSA Improvement for Production and QA Group
- Reviewed business processes relating to utilization of statistical analysis tools for product evaluation and quality management such as FMEA, MSA and SPC.
- Redeployed SPC application as part of the initial Business Process Management Framework.

Consultant to a Local, Multinational Exporting Garments Company

- Addressed rework value of P20,000 weekly through the establishment of common defect classification system for clients, principal and sub-contractors.
- Optimized order quantities through the application of Operations Research - Inventory Management models.
- Identified economic sub-contractors as part of their cost rationalization project.

Lean & Six Sigma Training and Certification

- Yellow Belt Trained and Certified – 500+
- Green Belt Trained and Certified – 50+
- Black Belt Trained and Certified – 5

Logistics Coordinator

San Miguel Brewery Inc. | July 2013 to December 2014

- Handled all the Logistics related functions and activities within the Region (composed of a Sales Office/Warehouse, Delivery Units (3), Hauling Units (6), four (4) Plant Sourcing Dealers – two (2) of which are Island Dealers, four (4) Sales Office Sourcing Dealers, four (4) COP Dealers (all of which are Island Dealers and are STIPBR Dealers).
- Developed skills in areas such as Warehouse Management, Product Supply Operations, Transportation/Fleet Management, Trade Assets Management, Facilities Management, Safety Services, Business Partners Management, Delivery Services Management, Procurement and Dealer Management Consultancy.
- Completed Improvement Projects creating value for operations such as:
 - Increased Bottle Segregation Efficiency through Attribute MSA by ~25%
 - Optimization of Minor Brand Inventory Days Level from 90 days to 30 days
 - Improved Hauler's Efficiency through HIT (Hauler's Information Target) Board by ~15%

- Reconfiguration of Sourcing of Selected Dealers to Minimize Cost per Case (CPC) from P1.5 to P1.0 resulting to an annualized savings of ~P1M.
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Logistics Assistant

San Miguel Brewery Inc. | November 2011 to July 2013

- Assisted the Logistics Manager in decision making for a functional area (South Luzon Area, Region IV and V) consisting of seven (7) beer regions, thirteen (13) sales offices and a plant logistics team which is composed of about forty (40) employees.
 - Led the PSP (Problem Solving Process) team of the area and each covered regions in the Industrial Engineering aspects of the project such as Safety, Cost Management, utilization of IE tools (Ishikawa Analysis, Pareto Analysis, Engineering Economy, Ergonomics, etc).
 - Ensured that the KPI's such as CPC (cost per case), Inventory Day's Level, PAI (Product Age Index), Segregation Quality and other logistics parameters for the area are within the tolerable limits and assures that falling beyond limits are urgently attended and resolved.
 - Completed Improvement Projects creating value for operations such as:
 - Enhanced CLIRS (Consolidated Logistics Information Reporting System)
 - Developed Promo Management System Reporting System that reduced variance by ~10%
 - Created a KPI Dashboard for Monthly Operations Review (MOR)
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IE Lecturer

Batangas State University | June 2011 to October 2015

- Taught subjects to Industrial Engineering students such as Probability & Statistics, Industrial Quality Control, Total Quality Management, Marketing Management & Production Systems.

Education

Bachelors of Science in Industrial Engineering

Batangas State University | June 2006 – April 2011

Cum Laude | Top 8 Most Outstanding Student | Most Outstanding Engineering Graduate

Master of Science in Engineering Program – Industrial Engineering

Mapua University | May 2019 – August 2020 (expected)

Honors, Awards, Recognitions, Publications and Certifications

Honors, Awards and Recognitions

- Certificate of Recognition
Batangas Society of Industrial Engineering Students (BSIES) | February 2017
- Plaque of Recognition (Lean Six Sigma Training Facilitator)
HGST, a Western Digital company | November 2016
- Process Excellence Star Awards
HGST Philippines Corp., a Western Digital company | May 2016
- Hi5 Core Behavior Awardee – Do It Together
HGST Philippines Corp., a Western Digital company | May 2016
- Hi5 Core Behavior Awardee - Excited About Possibilities
HGST Philippines Corp., a Western Digital company | January 2016
- Process Excellence Star Awards
HGST Philippines Corp., a Western Digital company | January 2016
- 4th Placer on the Certification for Industrial Engineers
Philippine Institute of Industrial Engineers | March 2012
- Cum Laude (1st after 17 years)
Batangas State University | April 2011
- One and Only Cum Laude (Batch 2011) from CEAFACTS
Batangas State University | April 2011
- Outstanding Alumnus - Batangas State University Alangilan Campus
Batangas State University | April 2011

Certifications

- Chartered Business Advisor (ChBa)
Association of Certified Global Professionals™, June 2019 | 201906-0038
- Certified Lean Six Sigma Master Black Belt (MBB)
University of the Philippines National Engineering Center, August 2017 | 2018 - 004
- Certified Sprint Master for Innovation (CSM)
Design Sprint School, May 2018 | ID No. 11724163
- Certified Kaizen Facilitator (CKF)
Management Strategy Institute, March 2017 | ID No. 7794957
- Associate ASEAN Engineer (AAE)
ASEAN Federation of Engineering Organizations (AFEO), November 2016 | AAE 7560
- Certified Lean Practitioner (CLP)
HGST, a Western Digital Company, May 2016

- Certified Lean Six Sigma Black Belt (CLSSBB)
Six Sigma Management Institute by Dr. Mikel J. Harry | License 01-22-2015
- Certified Lean Six Sigma Green Belt (CLSSGB)
Spartans Allied Services Inc., May 2014 | License SAS/SSGB/142071-D
- Certified Lean Professional - Lean Sigma Program Qualified (CLP)
Six Sigma Management Institute by Dr. Mikel J. Harry, August 2014
- Certified Industrial Engineer 4th Placer - 76.25% (CIE)
Philippine Institute of Industrial Engineers, March 2012 | License 00120
- Civil Service Passer (exempted)
Civil Service Commission

Publications, Research and Presentations

- Introduction to Statistical Process Control: A Problem Solving Process Approach 2e
Bookboon Ltd. | ISBN: 978-87-403-0789-4
- Creativity Tools: Develop Creative Solutions to Problems and Opportunities
Gold Plates Publishing Inc. | ISBN:978-621-8114-38-8
- Selection of Optimal Location for IExcel Review and Training Center in Cavite Province
Batangas State University Undergraduate Research | March 2018
- Design & Development of an Inventory Management System for Heide's Catholic Arts & Religious Trade
Batangas State University Undergraduate Research | September 2017
- Technical Assistance on Readiness of ABC Development Corporation for ISO Accreditation for Continuous Quality Improvement
Batangas State University Undergraduate Research | August 2016

Professional Development Coursework

- Design Sprint Program
Design Sprint School Brazil | May 2018
- Lean Six Sigma Master Black Belt Program
University of the Philippines National Engineering Center | August 2017
- Train the Trainer
HGST, a Western Digital Company | October 2016
- Experimentation for Process Improvement
McMaster University (Coursera) | April 2016
- Minitab's Quality Trainer
Minitab Ltd. | November 2014
- Design Thinking for Business Innovation
Darben School of Business (Coursera) | March 2015

- SMB Logistics School – Diploma in Logistics Management (12 modules, 8 hours each)
San Miguel Brewery Inc. | July 2014
- Dynamics of Personal Effectiveness Program
San Miguel Brewery Inc. | October 16 & 17, 2012

Resource Speakerships

- 51st PIIE General Membership Meeting (IEs: Jack of All Trades)
Green Sun Hotel, Makati City | December 14, 2018
- BSIES Provincial Congress 2018: IInvest – Understanding the Contemporary Advances in Commerce
Lyceum of the Philippines University – Batangas | December 2, 2018
- 10th Southern Tagalog Industrial Engineering Seminar: Divide and Conquer: Adapting to Every Industry, Equipped with Proficiency
D.L. Umali Auditorium, UP Los Baños | October 13, 2018
- I Achieve Through Innovation and Exploration
University of Perpetual Help System Dalta – Calamba | September 21, 2018
- 2018 Alumni Orientation Program
Batangas State University, Batangas City | May 9, 2018
- Lean Management with Six Sigma
SIRIB Center, Saint Louis University, Baguio City | May 12, 2018
- IENVOLVE 2018: Semper Ad Meliora (Upgrading the Future into Eco-Friendly and High Tech Society)
8th PIIE – Northern and Central Luzon Regional Student Congress
La Consolacion University Philippines, Malolos, Bulacan | February 10, 2018
- 20th Founding Anniversary: Then and Now – Moving Forward, Looking Back
Batangas State University, Batangas City | December 23, 2018
- Lean Six Sigma Yellow Belt Workshop
De La Salle Lipa, Lipa City, Batangas | November 8, 2017
- SCAMPER: An Innovation Tool Seminar
FAITH Colleges, Tanauan City, Batangas | October 18, 2017
- Premier League of Industrial Engineering Students: Leading the Edge, Making New Identity
UPHSL Performing Arts Theater | September 30, 2017
- Lean Six Sigma Yellow Belt Workshop
Batangas State University – Lipa Campus, Lipa City, Batangas | April 23, 2017
- Leading the Continuous Improvement Journey through Total Quality Management
Conference Room, Batangas State University – Malvar Campus | November 12, 2016
- Innovation Tools
Mabini Hall, De La Salle Lipa, Lipa, Batangas | September 24, 2016

- SCAMPER: An Innovation Tool
Batangas State University – Lipa Campus | June 4, 2016
- CIE Certification Orientation
Mabini Hall, De La Salle Lipa, Lipa, Batangas | February 5, 2016
- Industrial Engineering Orientation
Lyceum of the Philippines University – Batangas | July 8, 2015
- Lean Six Sigma White Belt Workshop
FAITH Colleges, Tanauan City, Batangas | March 21, 2015
- Lean Six Sigma Introduction
Lyceum of the Philippines University – Batangas | February 27, 2015
- IE Day: Intellectual Horizon Expansion for Modern Perspective
Amphitheatre, Batangas State University – Main Campus II | February 6, 2015
- 4th BSIES Technical Forum (Total Quality Management)
Mabini Hall, De La Salle Lipa, Lipa, Batangas | November 22, 2014
- 3rd BSIES Technical Forum (Operations Research in Logistics)
Lyceum of the Philippines University – Batangas | December 7, 2013
- 7th Annual BSIES Friendship Games
FAITH Colleges, Tanauan City, Batangas | July 19, 2013
- A Stride to Integrate the Diversified
Lyceum of the Philippines University – Laguna | August 1, 2012
- 2nd BSIES Technical Forum: Keeping Pace with New Trends and Seizing Great Opportunities in Industrial Engineering
Conference Room, Batangas State University - Malvar Campus | September 15, 2012

Research and Case Studies Competition Panelist

- International Journal of Industrial Engineering: Theory, Applications and Practice
Reviewer | January 2018
- 15th PIIE National Student Congress
Lyceum of the Philippines University – Laguna | February 24, 2018
- 8th PIIE CALABARZON Student Congress
Sta. Rosa, Auditorium, Sta. Rosa, Laguna | February 3, 2018
- 14th PIIE National Student Congress
Polytechnic University of the Philippines Santa Mesa Manila | February 24, 2017
- 8th PIIE CALABARZON Student Congress
Sta. Rosa, Auditorium, Sta. Rosa, Laguna | February 3, 2018
- 2nd BSIES Provincial Congress Case Studies Competition
Lyceum of the Philippines University – Batangas | October 28, 2017

- 1st BSIES Provincial Congress Case Studies Competition
Batangas City Convention Center, Batangas | September 16, 2016

Affiliations

- Elected Board Director
Institute of Industrial & Systems Engineers (IISE) | April 2019 to 2021
- Country Manager / National President
Association for Manufacturing Excellence (AME) - Philippines | July 2018
- Interim Chairman
International Association of Innovation Professionals (IAOIP) – Philippines | July 2018
- Professional Member
International Association of Innovation Professionals (IAOIP)| January 2018
- Lifetime Professional Member
Philippine Institute of Industrial Engineer (PIIE) | June 2018
- Associate Member
Institute of Industrial and Systems Engineers (IISE) | January 2018
- Professional Member
American Society for Quality (ASQ) | December 2018