

# 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) and Best Practices in Managing Virtual Teams under Bookboon Ltd. Under a Denmark based e-book publisher and an Amazon published book entitled Creativity Tools: Develop Creative Solutions to Problems and Opportunities (ISBN: 978-621-8114-38-8). He is a Professional Industrial Engineer, an Associate ASEAN Engineer, a Certified Lean/Kaizen Facilitator, a Certified Lean Six Sigma Master Black Belt, a Certified Design Sprint Master and a Chartered Business Advisor. 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). During the Pandemic, he founded an online community for Filipino Industrial Engineers called PINOY IEs to help the community to have a platform to communicate and collaborate things about the profession. 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. He won the Asia CEO Awards 2020 Young Leader of the Year and Entrepreneur of the Year Circle of Excellence Awards and this Q1 was awarded Outstanding Eduprenuer of the Year by the World Education Leaders Summit and Awards and ASEAN Start Up Award Founder of the Year Finalist for the Philippines and recently awarded with the Asia CEO Awards 2021 Entrepreneur of the Year Circle of Excellence Finalists and Top 100 Filipinos on LinkedIn. Recently, he was awarded as one of the Top 100 Filipinos in LinkedIn and Outstanding International Trainer by the International Leaders and Achievers Award 2022.

## Work Experiences

### Founder & CEO

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

### Founder

PINOY IEs (Online community of 13K Filipino IEs) | Philippines | March 2020 to present

## **Columnist (The Catalyst)**

The Philippine Business and News | Calabarzon & Mimaropa, Philippines | May 2021 to present

## **Co – Founder & Lead for Strategic Partnership**

Farm Box PH | Calabarzon & Mimaropa, Philippines | May 2021 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.
  - Designed and rolled out the Statistical Guide for Process Changes to avoid internal and external product failures.
  - Designed and deployed the DMAIC based OEE Improvement Framework which generated a \$150M cost savings across critical processes.
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## **Co – Founder and Managing Director**

IExcel CIE Review 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.

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## **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

### **Bachelor 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

## Honors, Awards, Recognitions, Publications and Certifications

### **Honors, Awards and Recognitions**

- Outstanding International Trainer  
International Leaders and Achievers Award | 2022
- Top 100 Filipinos on LinkedIn | 2021
- Entrepreneur of the Year Circle of Excellence Award  
Asia CEO Awards, Philippines | 2021
- Most Outstanding Member  
JCI Batangas Balisong, Philippines | 2021
- Founder of the Year – Philippines  
ASEAN Start Up Awards | 2021
- Outstanding Edupreneur of the Year  
World Education Leaders Summit and Awards 2021, India | 2021
- Asia Global Heroes Award for Community Leadership in Private Sector  
Asian+ Council of Leaders, Administrators, Deans and Educators in Business,  
Philippines | 2021
- Young Leader of the Year Grand Winner  
Asia CEO Awards, Philippines | 2020
- Entrepreneur of the Year Circle of Excellence Award  
Asia CEO Awards, Philippines | 2020
- WCP Legacy Award 2020 - Championing Lifelong Learning & UN Sustainable  
Development Goals  
World Class Philippines Council | 2020
- Outstanding Achiever in Business Management  
Philippine Top Choice Awards for Outstanding Achievers | 2020

- Outstanding Management Committee Member  
International Education Summit and Awards | 2020
- Best Choice Achievement Awards for Entrepreneurship  
Best Choice Awards | 2019
- Outstanding and Significant Achievement in Entrepreneurship  
Golden Globe Annual Awards for Outstanding Filipino Achievers | 2019
- Leadership Achievement in Entrepreneurship  
Elite Business and Leadership Awards, Philippines | 2019
- Most Successful Industrial Engineering Alumni  
Batangas State University | 2019
- Honorary Doctoral Degree in Humanities  
University of Oklahoma | 2019
- 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 CEAFACS  
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**

- Application of Lean Six Sigma for Improving the Overall Equipment Effectiveness in a Semiconductor Company in the Philippines  
Proceeding of the 11<sup>th</sup> International Conference on Industrial Engineering and Operations Management | ISBN 978-1-7923-6124-1
- An Application of Overall Equipment Effectiveness (OEE) for Minimizing the Bottleneck Process in Semiconductor Industry  
2020 IEEE 7th International Conference on Industrial Engineering and Applications (ICIEA) | Electronic ISBN:978-1-7281-6785-5
- Best Practices in Managing Virtual Teams  
Bookboon Ltd. | ISBN 978-87-403-3470-8
- 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

- Introduction to Design Thinking  
LINC CALABARZON | October 29, 2021
- 1<sup>st</sup> Asia Pacific Conference on Industrial Engineering and Operations Management  
Harbin, China | July 9 – 11, 2021
- 2<sup>nd</sup> South American International Conference on Industrial Engineering and Operations Management  
Sao Paulo, Brazil | April 5 – 8, 2021
- 51<sup>st</sup> 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
- 10<sup>th</sup> 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)  
8<sup>th</sup> PIIE – Northern and Central Luzon Regional Student Congress  
La Consolacion University Philippines, Malolos, Bulacan | February 10, 2018
- 20<sup>th</sup> 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
- 4<sup>th</sup> BSIES Technical Forum (Total Quality Management)  
Mabini Hall, De La Salle Lipa, Lipa, Batangas | November 22, 2014
- 3<sup>rd</sup> BSIES Technical Forum (Operations Research in Logistics)  
Lyceum of the Philippines University – Batangas | December 7, 2013
- A Stride to Integrate the Diversified  
Lyceum of the Philippines University – Laguna | August 1, 2012
- 2<sup>nd</sup> 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
- 15<sup>th</sup> PIIE National Student Congress  
Lyceum of the Philippines University – Laguna | February 24, 2018
- 8<sup>th</sup> PIIE CALABARZON Student Congress  
Sta. Rosa, Auditorium, Sta. Rosa, Laguna | February 3, 2018
- 14<sup>th</sup> PIIE National Student Congress  
Polytechnic University of the Philippines Santa Mesa Manila | February 24, 2017
- 8<sup>th</sup> PIIE CALABARZON Student Congress  
Sta. Rosa, Auditorium, Sta. Rosa, Laguna | February 3, 2018
- 2<sup>nd</sup> BSIES Provincial Congress Case Studies Competition  
Lyceum of the Philippines University – Batangas | October 28, 2017
- 1<sup>st</sup> 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 present
- Country Manager / National President  
Association for Manufacturing Excellence (AME) - Philippines | July 2018 to present
- Interim Chairman  
International Association of Innovation Professionals (IAOIP) – Philippines | July 2018 to present

- Professional Member  
International Association of Innovation Professionals (IAOIP)| January 2018
- Lifetime Professional Member  
Philippine Institute of Industrial Engineer (PIIE) | June 2018
- Professional Member  
American Society for Quality (ASQ) | December 2018 to present