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EXECUTIVE SUMMARY

Hubert Rampersad holds a PhD in Industrial Engineering & Management Science, MSc. in Mechanical Engineering & Robotics, and BSc in Mechanical Engineering from leading accredited universities in the Netherlands. He has lectures all over the world as full professor and guest professor on personal leadership branding, entrepreneurial leadership, human performance management, innovation management, lean six sigma, and sustainable personal & organizational change. He brings over 25 years' experience in providing effective strategic leadership for the companies to establish and realize long-range goals, strategies, plans, and policies. He has established credibility throughout organizations and with boards as an effective developer of solutions to business challenges, provided strategic financial input and leadership on decision making issues affecting the organization, initiated appropriate strategies to enhance cash position, developed a reliable cash flow projection process and reporting mechanism which includes minimum cash threshold to meet operating needs, evaluated the finance structure and team plan for continual improvement of the efficiency and effectiveness as well as providing individuals with professional and personal growth with emphasis on opportunities.

He also has a proven positive outcome record by improving workforce productivity, efficiency and effectiveness by incorporating his unique holistic, authentic and measurable methodologies to support these outcomes. He has published more than 200 articles in leading journals and he is member of the Editorial Advisory Board of the journal Training and Management Development Methods (UK), journal Measuring Business Excellence (UK), the TQM Magazine (UK), Singapore Management Review, and Journal of Testing and Evaluation (USA). He has served as a guest professor at [MIT Sloan](#) and is the author of a number of books, which have been published in 20 languages and endorsed by leading professors from Harvard Business School, Yale School of Management and MIT. Read also why University of California is using his [innovative authentic leadership program](#) and why [Marshall Goldsmith](#) loves his authentic personal brand coaching methodology. He has also conducted keynotes and seminars for Nokia, Philips Electronics, Lucent Technology, ABNAMRO Bank, Shell Oil Company, SABIC, IBM, Dubai World, and ASML. His interview in [Fortune Magazine and BusinessWeek | testimonials](#) (also from Alan Mulally, President/Chairman/CEO Ford Motor Company) | [video](#).



His specialties: providing effective strategic leadership to establish and realize long-range goals, strategies, plans, and policies, creating a high performance learning culture, guiding organizational transformation, leading complex organizational change, innovation management, human performance management, and value based entrepreneurial leadership.



His personal mission: Dedicated to help create a better world and enjoy the freedom to develop and share innovative knowledge, especially if this can mean something in the life of others.

His passion: Crusader for people empowerment, employee engagement, personal integrity and innovation.

His greatest strength: Helping innovative organizations to work smarter and ethical and creating a high performance culture to become successful.



EDUCATION

1994: Eindhoven University of Technology, Eindhoven, Netherlands; Ph.D. in Industrial Engineering & Management Science (Cum laude) with a concentration on people management, change management, and creating a high performance culture.

1987: Delft University of Technology, Delft, Netherlands; Master of Science in Mechanical Engineering (Werktuigbouwkunde) and Robotics. Topics: Project management, Industrial Automation, Engineering Design, Logistics.

1983: HTS Enschede, Netherlands; Bachelor of Science in Mechanical Engineering (Werktuigbouwkunde).

1980: MTS Hengelo, Werktuigbouwkunde

1976: LTS Hengelo, Werktuigbouwkunde

ANCILLARY TRAINING

Business Process Reengineering, People Change Management, Corporate Governance, Balanced Scorecard, Effective Teamwork & Managing Teams Effectively, Effective Problem Solving, Ethics in Leadership, Facilitator Skills, Fundamentals of Interpersonal Communications, Fundamentals of Leadership and Supervision, Improving Presentation Performance and Skills, Project Management, Lean Manufacturing for Competitive Advantage, Management of Conflict, Managing and Leading Change, Time and Stress Management, Using Personal Style to Improve Performance in a sustainable way.

SKILLS AND QUALIFICATIONS:

An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent communication skills | An energetic, forward-thinking and creative individual with

high ethical standards and an appropriate professional image | A strategic visionary with sound technical skills, analytical ability, problem solving ability, good judgment and strong operational focus | A well-organized and self-directed individual with strong sense of self-responsibility who is a team player | Ability to make effective and persuasive speeches and presentations on complex topics to boards and outside investors | 20 years of experience managing all stages of the learning and development cycle: Design, Delivery and Evaluation. Management experience | Broad experience/knowledge of Leadership Development best practices | Excellent project management, planning and analytical skills; ability to influence through data-driven recommendations | Effective listening skills and the ability to work with employees at all levels and across different functions | Ability to develop creative solutions that address relevant business needs and support the culture and environment | A strong customer focus and ability to effectively and quickly build relationships and establish trust, respect, competence and confidence | Excellent facilitation, communication and negotiation skills | Highly organized, self-motivated, and able to work independently as well as manage a team | Sense of humor | Proven ability to execute complex process improvement initiatives effectively | Ability to work effectively with all levels in the organization, including experience consulting with senior-level leaders | Strong consulting and leadership coaching skills | Knowledge of HR best practices related to training and organizational development | A solid understanding of how people go through an organizational change | A solid understanding of the change process within a large-scale technology implementation | Experience and knowledge of change management principles and methodologies | Knowledge of strategic planning, organizational design, change management, and strategic communications | Strong facilitation skills at all levels of the organization | Proven project management skills | Ability to create a project plan and track tasks | Good communication skills in English and Dutch language— both written and verbal | Executing process redesign and change management activities effectively | Ability to manage Process Reengineering and Change Management teams effectively | Ability to influence others and move toward a common vision or goal | Experience in developing change management plans/tools, including communication plan, stakeholder analysis and engagement plan | Expert in the five change management levers: managing communication, sponsorship, coaching, training, and resistance.

APPOINTMENTS

- Hon. Professor, South Ural State University, Chelyabinsk, Russia, 2004-
- Adjunct Professor, Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands, 1995- 1997 (part-time)
- Adjunct Professor, Eindhoven University of Technology, the Netherlands, 1990- 1995 (part-time)

PROFESSIONAL EXPERIENCE

Senior Change Management & Executive Leadership Development Consultant at Transformation Partners Company LLC, Warminster, PA, USA, 2009-2014.

Performed a wide spectrum of activities, including strategic development, creating a high performance learning culture, guiding organizational transformation, leading complex organizational change, executive leadership development, organizational development, business process re-engineering, restructuring organizations effectively to reduce costs and enhance productivity in a sustainable way.

Senior Business Development Consultant at TPS International Inc., Miami, Florida, USA, 2000-2009

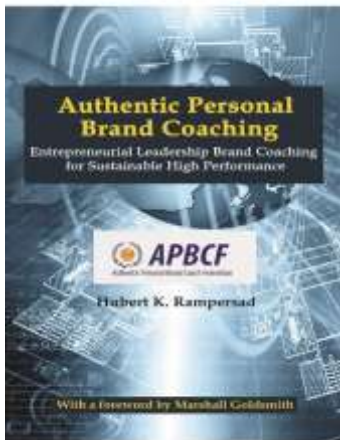
Performed a wide spectrum of activities, including change management, leadership development, business development, enhancing employee engagement and workforce productivity, developing a high performance ethical corporate culture, executive leadership development, organizational development, implementing corporate governance, personal & corporate branding, implementing balanced scorecards, HR development, and business process re-engineering. Lectured all over the world on personal leadership branding, authentic personal & corporate branding, employee engagement & alignment, human performance management, innovative entrepreneurship, lean six sigma, and sustainable personal & organizational change. Conducted Leadership Classes for Nokia, Philips Electronics, ABNAMRO Bank,

Shell Oil Company, Brazilian Army, City of Amsterdam, Russian oil & gas companies, STC in Saudi Arabia, Hospitality business in Suriname, Schiphol Airport Amsterdam, etc.,

Project manager at ASML, Netherlands, Netherlands, 1994 -1997. Responsible for design process and business development, optimizing business processes, enhancing employee engagement, implementing TQM, improving engineering design process, leadership development, strategy development, improving customer satisfaction & employee satisfaction, and launching re-engineering initiative of existing design operations and related production process.

Senior Project Manager at QM CONSULTING BV (Management Consulting Services), Netherlands, 1987-1994. Maintained complete autonomous decision-making authority within the areas of marketing, sales, finance, human resources, and administrative affairs | Orchestrated the introduction of a high performance culture a sales organization that accelerated sales | Reorganized core operations, replaced ineffective management, and assumed personal control of the sales and marketing organization | Formulated aggressive sales strategies and established challenging performance metrics | Played an important role in growing a company from a family-owned single retail outlet to a sophisticated structure, annual revenue increase | Devised a brand evolution initiative, refreshed the business design, introduced more consistent visual and brand language within marketing, re-engineered the business model, and led the strategic revitalization and rollout of the company brand.

[TESTIMONIALS AND ENDORSEMENTS FOR MY BOOKS](http://bit.ly/TZhAxq) (<http://bit.ly/TZhAxq>):



Authentic Personal Brand Coaching; Entrepreneurial Leadership Brand Coaching for Sustainable High Performance

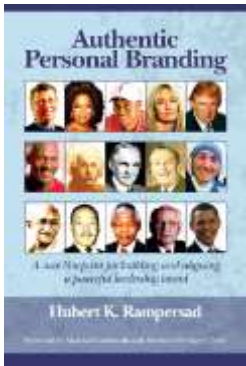
This book offers an advanced breakthrough formula to build, implement, and cultivate an authentic, distinctive, and memorable personal brand, which forms the key to enduring personal success. This new personal branding blueprint entails a systematic and integrated journey towards self-awareness, happiness, and enduring marketing success. If you are branded in this holistic way you will automatically attract success and the people and opportunities that are a perfect fit for you. Dr. Hubert Rampersad has introduced an advanced authentic personal branding model and practical related tools, that provide an excellent framework and roadmap for building a strong authentic personal brand, which is in harmony with your dreams, life purpose, values, genius, passion, and with things what you love doing.

<http://tiny.cc/x15qtx> IAP – Information Age Publishing, Inc., USA.

- Authentic Governance is a systematic, integrated, pragmatic, and innovative approach to corporate governance. By expanding traditional corporate governance concepts and integrating personal integrity and ethical leadership into one overall authentic governance framework, Hubert Rampersad gives us a new blueprint for sustainable corporate governance in which formal corporate regulations and personal values mutually reinforce each other. By unifying corporate ethics with individual ethics they have written an outstanding synthesis, which is addressed to the corporate challenges of managing in the 21st century. This book makes a most useful contribution to the never ending challenge of protection from potentially catastrophic ethical failures. It serves as a practical guide and a tool kit for executives who aspire to realize ethical corporate excellence. --Prof.Dr. Rudy Garrity



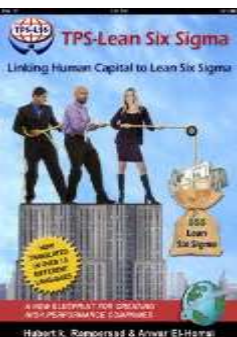
- “In Authentic Personal Branding, Hubert Rampersad has provided a sorely needed guidebook for knowledge workers. He shows us all how to build our own personal brand – and just as important – how to persuasively communicate this brand to the world... I love his focus on authenticity... My request to you, the reader, is – make this book part of your life. Don't just read this book for its 'interesting' content. Don't be content with a few 'aha' moments. Make it part of your life planning – and ultimately part of your life! If you do, you can become a more integrated and successful person – and better enable your company to help you make a positive difference in our world!” -- **Marshall Goldsmith** is Author of What Got You Here Won't Get You There, a New York Times bestseller, Wall Street Journal #1 business book and the Harold Longman Award winner for Best Business Book of the Year for 2007. He is recognized by the American Management Association as one of 50 great thinkers and leaders who have impacted the field of management over the past 80 years.



- “Hubert Rampersad has a knack for preparing comprehensive frameworks for analyzing important issues... The four stage model that he suggests proposes an explicit way to turn a desired external identity into something concrete and actionable... It's a wonderful step by step approach to making out desired brand explicit... The mental models and their related investigative questions will help you know where you are today so you can get to where you want to be tomorrow... This book offers an architecture to turn these ideas into action.” -- **Dave Ulrich** is Professor of Business, University of Michigan, and Partner, The RBL Group. Co-author of the bestselling book “Leadership Brand” (Harvard Business Press, 2007). He was ranked as #1 management educator and guru by Business Week, #2 among management thinkers by Executive Excellence, and listed by Forbes as one of the “world's top five” business coaches.

- “The TPSI team did an excellent job in presenting Total Performance Scorecard for the management of our Squadron in Ohio. Quite frankly I was surprised how much prior research they had done into the USAF and the personnel system changes but then that demonstrates a high degree of professionalism.USAF is trying to become more accountable for performance using the Balanced Scorecard method, but I like the way Dr. Hubert Rampersad has tied the BSC to a Personal Balanced Scorecard. It's almost like Kaplan & Norton meet Stephen Covey“. In a letter from Dr. Bob Marx, HR Manager at United States Air Force, Ohio March, 2006

- “The implementations of Total Performance Scorecard and Personal Balanced Scorecard within ASML have proved to be a good base for sustainable performance enhancement. The contribution of Performance Branding Company Inc.is highly valuable in our business. ...especially the TPS – Lean Six Sigma is an excellent concept that is so important in our business climate. It describes in a very pragmatic and structured way how to improve company performance and personal satisfaction of employees by aligning company- and personal objectives. Optimizing business processes and



enhancing personal engagement does not only result in an enhanced performance but also addresses sustainability of realized improvements over time". Paul Stuyvenberg, MBA. Vice-President at AMSL, the world's leading provider of lithography systems for the semiconductor industry, January 2009

- "We worked with Dr. Hubert Rampersad to deliver customized talent management and performance management workshops to our floor managers. We wanted workshops that would enhance the leadership skills and self-responsibility of our managers. The results far exceeded our expectations and the sessions could not have gone better. Throughout the sessions, Dr. Rampersad and his team were recognized as seasoned professionals with valuable knowledge, skills and experience. Their presentation was very interactive and practical. The feedback we received from our managers was very positive". Bert Stroboer, Account Manager, AMSTERDAM AIRPORT SCHIPHOL, Business Area Aviation, June 2007

- "Hubert Rampersad and Anwar El-Homsi combine the power of Lean Six Sigma with an approach that stresses the importance and need of developing an organizational structure and philosophy that combines the goals of and aspirations of the individual with those of the company.....During my 38 years of business experience, I've seen many well developed management concepts being applied without success and that have failed to recognize the importance of aligning the needs and aspirations of employees with those of company objectives. The TPS-Lean Six Sigma concept offers a systematic process of continuous improvement and development of personal and organizational performance with potential for breakthrough results". Ricardo A. Gonzalez Director Worldwide Purchasing, EASTMAN KODAK COMPANY, Rochester, 2007

- "Hubert Rampersad takes the balanced scorecard and other management ideas and puts them in a framework of personal integrity. By unifying organizational change strategies with individual ethics he has written an outstanding synthesis, which is addressed to the corporate challenges of managing in the 21st century."—**Paul Bracken, Professor of Management, Yale School of Management**

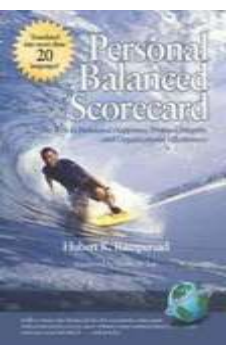
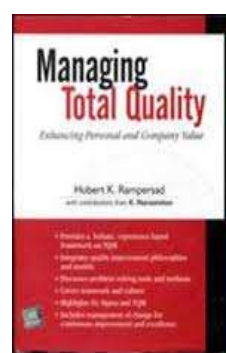
- "Hubert Rampersad has amassed and synthesized a huge amount of material . . . The book serves as a practical guide, in that there are numerous exercises and business illustrations."—From the Foreword by **Dorothy A. Leonard, The William J. Abernathy Professor of Business Administration, Harvard Business School.**

- Personal Balanced Scorecard provides a roadmap for the organizations of the future! Hubert Rampersad is one of the great thought leaders that is both helping organizations increase effectiveness and helping people have better lives. He is helping make the world a better place, and is one of the few consultants who look at the entire picture - not just a small part. --Marshall Goldsmith, recognized by the American Management Association as one of 50 great thinkers and leaders who have impacted the field of management over the past 80 years. He has appeared in: The Wall Street Journal - as one of the top ten executive educators, Forbes - as one of five most-respected executive coaches and The Economist - as one of the most credible thought leaders in the new era of business.

- Personal Balanced Scorecard offers individuals a sense of hope and a pathway to get there. Ultimately, all change is individual and personal and this books offers a practical guide for helping people turn personal missions into personal improvement actions. The frameworks and questions focus attention on the right issues in the right way.-- Dave Ulrich, author HR Value Proposition, partner The RBL Group, and Professor Ross School of Business, University of Michigan, USA

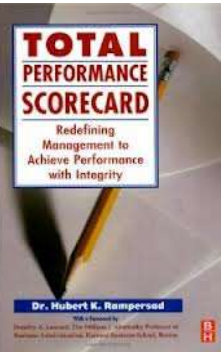
- The Personal Balanced Scorecard offers a useful framework to help translate organizational strategies into personal development and improvement plans. By providing the tools to help turn strategy into action, this book can help any manager to enhance his or her personal and professional success. -- Mark Huselid, Professor of HR Strategy, Rutgers University, USA, and co-author of the Dominican Republic bestsellers The HR Scorecard and The Workforce Scorecard.

- "Hubert Rampersad's Total Performance Scorecard is management technology for the enlightened age. Rampersad beautifully explains how anyone can apply principles of motivational



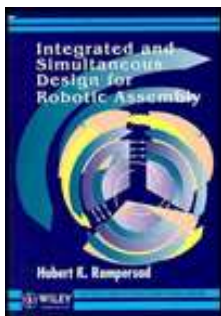
alignment and individualistic scorecard techniques to engineer an organization for continuous learning.”—Dr. James O’Toole, Massachusetts Institute of Technology

- “Total Performance Scorecard is a thorough, systematic, and integrated approach to individual and organization success. It synthesizes and extends personal, leadership, and organization theories of change and success. It offers managers tools to do a complete physical for their organization and it offers individuals an encyclopedia of knowledge about personal success.” —Dave Ulrich, Professor of Business, University of Michigan.
- “For organizational leaders looking to achieve outstanding results through the Balanced Scorecard, this book by Dr. Hubert Rampersad is essential reading. Through his exceptional framework of the Total Performance Scorecard (TPS), Dr. Rampersad takes the ideas of the Balanced Scorecard to even greater heights. His system creates a completely new vision for bringing individual, team and organizational performance to higher levels, through a comprehensive set of tools that can easily be applied to a broad range of organizational systems. The TPS goes beyond individual behavior to the more challenging goal of measuring and then changing organizational processes that limit and even impede individual performance. In this sense, it goes to the heart of a learning organization in which measuring systems facilitate the personal development of employees. Peter Senge broke the mindset barrier and showed how systems thinking and system change are essential to support individual development. The strength of TPS, however, is that it measures personal development in the context of organizational development. This highly interactive process creates the foundation for dynamic change where everyone can benefit from constant learning and improvement. Dr. Rampersad’s brilliance lies in bringing Peter Senge’s ideas of system symbiosis into alignment with ideas of personal ambition, vision and mission. When leaders can accurately measure true performance – low, average or outstanding – it is possible for the ideal to become a reality. ”.--
George A. Kohlrieser, Professor of Leadership & Organizational Behavior IMD, Switzerland



[Integrated and Simultaneous Design for Robotic Assembly](#)

by Hubert K. Rampersad (John Wiley & Sons) <http://bit.ly/TYqPzs>



This book presents a new design strategy based on a concentric design process. The fundamentals of this new approach are characterized by the fact that the assembly system is parallel and simultaneously developed with the analysis and the possible redesign of the product and the assembly process. Integrated and Simultaneous Design can be defined as a design process carried out in a systematic and structured way, with a parallel and continual iterative interaction between product, process and system design. Opposed to the traditional design methods where different designing activities are carried out sequentially and independently of each other, this new approach enables one to lower the design effort and to speed up the whole design process, hence reducing costs. Several new design models and tools are explained and illustrated. Although the emphasis in this book is on the design of robotic assembly systems, it is an excellent source for the design of arbitrary production systems. The modular approach of the book allows the reader to navigate through the stages of the design process.