



Name: ELENA AVEDILLO-CRUZ

Nacionality: Philippines

Present Position: Management Consultant

Areas of Specialization/Expertise:

Business Excellence Assessment, Productivity & Quality Management, Knowledge Management, Balanced Scorecard, Productivity Measurement, Analysis and Improvement

Educational Qualification

Bachelor of Science in Industrial Engineering (BSIE), 1975; University of the Philippines

Professional Experience

- Management Consultant for various government agencies and business companies (2012-present)
- Technical expert of the Asian Productivity Organization on Knowledge Management, Benchmarking, Productivity Measurement and Analysis, and Productivity and Quality Management (1999-2014)
- Vice-President, Development Academy of the Philippines (DAP); 2009-2012
- Managing Director of the DAP Center for Knowledge Management (CKM); 2004-2012
- Assistant Vice-President, DAP; 2002-2009
- Director, Technology Management and Development Division, DAP Productivity & Development Center (PDC); 1994-2000
- Project Officer, DAP-PDC; 1980 – 1987
- Project Assistant, DAP-PDC; 1975-1980

Major Achievements/Publications/Projects

Major Achievements:

1. Spearheaded the conceptualization and implementation of the Philippine Quality Award (PQA) Program in 1997 under the DAP
2. Developed the following Readiness Assessment Tools for organizations:
 - QUICK QUALITY MANAGEMENT ASSESSMENT for DAP clients
 - KNOWLEDGE MANAGEMENT ASSESSMENT TOOL for APO NPOs
 - INTEGRITY SELF-ASSESSMENT, INTEGRITY VALIDATION , & INTEGRITY CERTIFICATION AUDIT for Makati Business Club, Philippines
3. Developed the Philippine adaptations of 5S, Quality Circles and Total Quality Management in Local Government Units (LGUs), hospitals, and schools.

Publications:

1. IMPLEMENTING KNOWLEDGE MANAGEMENT (a compilation of Facilitator's and Participant's Guides for implementing KM); Contributor, Asian Productivity Organization; Tokyo, Japan; 2008
2. COMPENDIUM OF BEST PRACTICE CASE STUDIES IN ASIA, An APO Best Practice Network Publication, Vols. I, II and III; Editor and contributor; published by the Asian Productivity Organization; Tokyo, Japan; 2007; 2004
3. FORGING LOCAL eGOVERNMENT VENTURES IN THE PHILIPPINES, Exemplars, Lessons and Opportunities; Co-editor and contributor; published by the Development Academy of the Philippines; Manila, Philippines; 2006
4. VALUE ADDED PRODUCTIVITY MEASUREMENT AND ITS PRACTICAL APPLICATIONS with Linkage between Productivity and Profitability; co-author; published by the Japan Productivity Center for Socio-Economic Development; 1997
5. QUICK PRODUCTIVITY APPRAISAL for Small and Medium Enterprises; author; published by the Development Academy of the Philippines; Manila, Philippines; 1983