



**Tan Chor Hoong**

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**Chor Hoong** holds a degree in **Electrical & Electronics Engineering (Honours)** and an **MBA**, both from the **National University of Singapore**.

She brings with her ...

- 11 years of **Quality Management** expertise from Singapore's first **SQA** (Singapore Quality Award) winner, **Texas Instruments Singapore (TIS)**
- years of invaluable Customer Relationship Management experience, in her capacities, first as *Q&R Engineering Manager* and then, as *Total Quality Manager* of **TIS** ...
- 20 years of Quality training and consulting experience with MNCs like Shell, HP, Sony, Matsushita, Philips, Apple, Compaq, Becton Dickinson, Nippon Paint, AlliedSignal Aerospace, STMicroelectronics, HNS, SSMC, NEC Semiconductors, Monsanto, Sumitomo, Bax Global, ME Hospital, as well as government conglomerates like HDB, PSA and CAAS.

Chor Hoong is very well versed in the **Business Excellence (BE)** standards, being one of the rare few, who has been US-trained in the **Malcolm Baldrige National Quality Award** criteria, around which our own *BE Models* are designed.

Quality Management and Business Excellence are synonymous with **Customer Satisfaction, THE UNIVERSAL objective of all businesses**. With equally long client lists in the Manufacturing and Service industries, Chor Hoong is equally at home in applying the fundamentals of Quality in EVERY conceivable type of business organization.

A **pioneer** in **Business Process Reengineering (BPR)**, designing work processes that deliver customer value effectively and efficiently, is one of Chor Hoong's specialties.

An accomplished **BILINGUAL** writer, Chor Hoong has 3 publications to her name ...

Her debut publication, **The 8 Habits of Quality People** (not related to Steven Covey's **The 7 Habits of Highly Effective People**, in any way whatsoever), is the crystallization of three decades of extensive and intensive industrial and consulting experience.

Her second publication, **8 Romances**, epitomizes her relentless and passionate pursuit of excellence. **8 Romances** is about current issues of national interest – environmental awareness, social grace, a national identity, learning Mandarin, declining marriage and birth rates and, of course, service quality.

Her **Chinese publication**, **网球场上的恋情**, is a compilation of 4 love stories.

Chor Hoong has trained and consulted in Malaysia, Indonesia, Thailand, HK, Taiwan, China, Australia and the US.

Chor Hoong's appointments by **James Cook University (JCU)**, **Queensland University of Technology (QUT)** and **Nottingham Trent University** to deliver the **Total Quality** modules for their respective **Master Degree** Programs are definitely endorsements and recognition of her expertise in the discipline. She is also currently engaged by **SIM University's School of Business** in its adult undergrad programs.