

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

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

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## **Profile Summary**

Felix has a total of 11 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, Outstanding International Trainer by the International Leaders and Achievers Award 2022, and Top 18 out of the Inaugural Top 30 Filipino Leaders on LinkedIn. In 2022, he was recognized as an Honouree of GenT List Asia Leaders of Tomorrow for championing lifelong learning in the Philippines, Asia CEO Awards 2022 Entrepreneur of the Year Circle of Excellence Award and Philippine Chamber of Commerce Incorporate Injap Sia Outstanding Young Entrepreneur Award Finalist for Service.

## **Work Experiences**

### **Global Regional Ambassador for the Philippines**

Hackmakers Community | April 2022 to present

## **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

## **Process Excellence Black Belt Engineer**

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

## **Co – Founder and Managing Director**

IExcel CIE Review Center | January 2015 to present

## **Logistics Coordinator**

San Miguel Brewery Inc. | July 2013 to December 2014

## **Logistics Assistant**

San Miguel Brewery Inc. | November 2011 to July 2013

## **IE Lecturer**

Batangas State University | June 2011 to October 2015

## **Education**

### **Executive Master of Business Administration [100% Scholarship]**

Quantic School of Business and Technology, Washington DC, US | April 2022 – August 2023

**Master of Science in Engineering Program – Industrial Engineering**  
Mapua University | May 2019 – August 2020

**Bachelor of Science in Industrial Engineering**

Batangas State University | June 2006 – April 2011

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

## **Honors, Awards, Recognitions, Publications and Certifications**

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

- Top 18 out of The Inaugural Philippine Top 30 Leaders on LinkedIn June 2022
- 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 CEAFCAS  
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 Heidie's Catholic Arts & Religious Trade

- 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

- Philippine Quality Champion  
International Trade Center | August 2022 - onwards
- Global Acceleration Program (GAP)  
DTI x QBO x Ideaspace Foundation Inc. | March 2022
- 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> PIIIE General Membership Meeting (IEs: Jack of All Trades)  
Green Sun Hotel, Makati City | December 14, 2018

- BSIES Provincial Congress 2018: IEnvest – 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

- Lead Mentor  
Quantic Entrepreneurs | August 2022 – present
- 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