

**POMS 2014 Martin K. Starr Excellence in
Production and Operations Management Practice Award**

Dr. Dean Bartles, Vice-President, Advanced Programs and Strategic Growth, General Dynamics

Mr. Josue Gomes da Silva, CEO, Coteminas, Inc.

The *Martin K. Starr Excellence in Production and Operations Management Practice Award* has been instituted by the Production and Operations Management Society (POMS) to recognize contributions made to the field of Production and Operations Management (POM) by POM practitioners. This award is based on exceptional quality of contributions to the POM field and is presented to an individual who has done an exceptional job in making advances in the practice of POM, promoting the profession, making an impact, and building a linkage between industry and academics. These contributions are not restricted to a single organization and may span time spent at several organizations during the career of the candidate. The cumulative contributions made by the candidate during his/her career are evaluated. It is an international award and is open to all POM practitioners from around the world. It is POMS' most prestigious award to recognize a practitioner and industry leader. The POMS' Board in its annual meeting held on April 28, 2006 in Boston, U.S.A. unanimously approved that the award be named after Dr. Martin K. Starr. The POMS' Board in its deliberations noted that Dr. Starr has contributed to POMS and its activities since its inception and has been a constant source of guidance and inspiration to POMS. Naming this award after him is indeed a great recognition of his services to the POM profession in general and the POM Society in particular.

The first eight recipients of the award are: Mr. Thomas Debrowski (2013), Dr. Gang Yu (2012), Mr. Edwin Keh (2011), Dr. Krishan Kumar (2010), Ms. Erin J. Wallace (2009), Dr. Dino Petrarolo (2008), Dr. Corey A. Billington (2007) and Mr. Lee Cockerell (2006). All eight recipients are esteemed members of the POM field. Mr. Debrowski was Executive Vice President, Worldwide Operations, Mattel, Inc. Dr. Yu is the co-founder and Chairman of NewHeight Corporation and The Store Corporation (www.yihaodian.com). He is also an Adjunct Professor at Beijing University, Tsinghua University, The Chinese University of Hong Kong, Wuhan University, and Shanghai Jiaotong University. Mr. Edwin Keh served as Chief Operating Officer and Senior Vice President of Wal-Mart Global Procurement. Dr. Krishan Kumar is the Director of Maruti Automotive Center of Excellence, Maruti Suzuki India Limited, the largest automobile manufacturer in South Asia. Ms. Erin J. Wallace serves as Senior Vice President of Operations Integration Line of Business for Walt Disney Parks & Resorts. Dr. Dino Petrarolo is the Managing Director at Shatterprufe, South Africa's Automotive Glass Manufacturer; and prior to his current position, Dr. Petrarolo served as the Global Head of Manufacturing Development, SABMiller pic, Sandton, South Africa. Dr. Corey Billington is Professor of Operation Management and Procurement at IMD in Lausanne, Switzerland; and prior to his current position he worked as Senior Vice President for Hewlett Packard (HP). Mr. Lee Cockerell is a consultant, author, and speaker, now retired as the Executive Vice President of Operations for the Walt Disney World Company.

The committee for the 2014 award unanimously selected two candidates from a slate of excellent candidates— Mr. Josue Gomes da Silva, CEO of Coteminas, Brazil and Dr. Dean Bartles, Vice-President General Dynamics. Two awards have never before been given in one year but the committee agreed that each candidate was deserving of recognition at this point in time.

Dr. Dean Bartles

Dr. Dean Bartles has been a manager with General Dynamics for twenty-nine years and currently serves as Vice President, Advanced Programs and Strategic Growth, and General Manager of the Ordnance and Tactical Systems Division—the largest strategic business unit in the firm. He has previously served as Vice President and Director of Business Development, Director of International Marketing and has been a Program Manager and Administrator.



In his career at General Dynamics, Dr. Bartles has excelled in operations management practice through the introduction of many manufacturing innovations and improvements. He first managed modern co-production facilities in Egypt and Turkey under US supervision. He successfully implemented lean manufacturing at three heavy manufacturing plants, greatly increasing productivity. His plants have received numerous awards for environmental and manufacturing excellence, including a US Secretary of Defense Environmental Excellence Award for Sustainability and several General Dynamics Manufacturing Excellence Awards. He serves as Chairman of the board for the National Center for Defense Manufacturing and Machining and is an International Director of SME. In 2014 he will join the Board of the National Center for Manufacturing Science.

Dr. Bartles has been a strong advocate for industry-academic collaboration in operations management. He has sponsored and funded numerous course projects in manufacturing over the past decade for University of Florida engineering students and has sponsored students in MIT's Leaders in Manufacturing Program. He serves on the industry advisory boards of several universities including Iowa State, University of Kentucky, East Carolina and Pittsburg State.

Dr. Bartles received his PhD in Technology Management from Indiana State University, a Doctorate in Business Administration from Nova Southeastern University, Master's degrees in Business from Tampa College and Shippensburg University and a BS in Business Administration from Shepherd University.

Josue Gomes da Silva

Mr. Josue Gomes da Silva is the Chairman and Chief Executive Officer of Coteminas, a global bed and bath home fashion products company based in Brazil, with manufacturing facilities in several countries in the Americas. He joined the company in 1989 as Chief Financial Officer and became CEO in 1993. As CEO, he developed international operations with rapidly increasing exports and, subsequently, with the



acquisition of Springs, Inc. in the U.S., was able to combine low cost, efficient South American manufacturing facilities with brands and a distribution platform in the U.S. and Canada. Coteminas developed a vertically integrated operation including cotton production, ginning, spinning, weaving, dyeing, printing and finishing of textiles. With faster operations the firm was able to move closer to the end user and serve more than 5,000 retail customers. Beginning in 2009, Coteminas introduced 50 retail outlets, and today has about 250 stores. Under Josue's leadership, Coteminas diversified and increased production capacity by incorporating 17 new plants into the group, acquiring some plants through mergers and acquisitions and others as greenfield facilities. A global sourcing platform was created through the establishment of strategic alliances with suppliers in Pakistan, India, and China. Today Coteminas operates a completely integrated, dynamic global supply chain in textiles from cotton all the way to the final consumer.

Mr. Gomes da Silva is founder and Chairman of the Board of Cantagalo General Grains S.A., a company with integrated operations including the production, commercialization, and distribution of grains. Josue is a Board member of Embraer. He also is President of the International Textile Manufacturers Federation– ITMF, and is Chairman of the Brazil Chapter of the Brazil-United States CEOs Forum-ICESP.

Mr. Gomes da Silva has a graduate degree in civil engineering from the Federal University of Minas Gerais (1986) and a law degree from Faculdade Milton Campos (Belo Horizonte, MG-1987). In 1989, he received a Master's of Business Administration from Vanderbilt, and was awarded Vanderbilt's Founder's Medal for First Honors in recognition of his academic achievement. He has received numerous tributes for his operations and entrepreneurial activities, including the Medalha da Ordem do Merito Industrial – CNI.

The committee for this year's award consists of the following:

- *Joseph Blackburn, Speyer Professor of Management Emeritus, Owen Graduate School of Management, Vanderbilt University and President-Elect of POMS (Chair)*
- *Sushil Gupta, Professor, College of Business Administration, Florida International University, Miami, Florida, U.S.A.*
- *Martin K. Starr, Emeritus Professor, Crummer Graduate School of Business, Rollins College, Winter Park, Florida, U.S.A, and Emeritus Professor, Columbia University, New York, U.S.A.*
- *Thomas Rohleder, Mayo Clinic.*