



# SPEAKERS' BIOGRAPHIES

ISO/CASCO workshop –  
The role of International Standards in  
managing the global supply chain  
and traceability

Geneva, Switzerland, 11 November 2009

## Mr. Kevin SWOFFER, Consultant - KPS Resources



Kevin was nominated as the Chairman of the Global Food Safety Initiative (GFSI) Technical Committee by the GFSI Board in December 2007.

He is an independent consultant to the food and drinks industry.

With over 30 years experience within the food manufacture and retail sectors, holding executive positions within Nestlé UK and Safeway Stores plc, he has been involved with the development of food safety standards since 1993 and was Head of Technical Services at the British Retail Consortium between 2002 and 2006. He has been appointed as a Board member of the UK Beef and Lamb Sector Levy Board and sits on the UK Advisory Committee on Novel Foods and Processes (ACNFP). In 2009 he was appointed as an expert on food quality and safety private standards for UNIDO (United Nations Industrial Development Organization).

Kevin was one of the founder members of the GFSI in 2000 and has been actively involved with the development of GFSI in recent years.

Kevin Swoffer, 53 years old, is a graduate in Food Science and is a Fellow of the Institute of Food Science and Technology.



### **KPS RESOURCES**

Founded in 2007, KPS Resources offers consultancy services to the food and drink industry with specific focus on food safety management, crisis management and technical training.

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## Dr. Isaac SHEPS, CEO - Carlsberg UK



From 1 Nov 2008 Dr. Isaac Sheps is holding the position of CEO Carlsberg UK.

1.1.2006 to 15. 1. 2009 Dr. Isaac Sheps hold the position of CEO Carlsberg-SEE (Bulgaria, Croatia, Hungary, Slovenia, Serbia, Bosnia & Herzegovina, and Montenegro).

1.5.2004-1. 8.2008 he was Chairman of the Board of Carlsberg Bulgaria and Carlsberg Serbia.

Before these board positions he was President of United Romanian Breweries (Tuborg Romania), a position he held for five years (he is currently a member of the board) .

Before these positions, in the beer industry, Dr. Isaac Sheps hold several top management positions in the Electronic and Electro-optic Industry.

Dr. Isaac Sheps is educated within Industrial Engineering holds an MBA and a PhD in Economics.

For the last 14 years Dr. Isaac Sheps is member of the international committee ISO/TC176, responsible for preparing the ISO 9000 family of standards, as an expert.

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## Mr. Sébastien MAUEL, Head of Product Security - Merck Serono



Sébastien Mauel is Head of Product Security at Merck Serono, the division for innovative small molecules and biopharmaceuticals of Merck KGaA.

He is in charge of developing the Product Security strategy and of implementing technical measures to enhance the protection of Merck Serono pharmaceutical products against counterfeiting, fraud and diversion.

This includes projects in track and trace, codification, supply chain security, packaging integrity, product authentication.

Prior to this role, Sébastien held several Supply Chain positions at Serono, notably Corporate Planning Manager for the Fertility business and Logistics Manager in Germany.

He graduated with an MS in Chemical Engineering from the Swiss Federal Institute of Technology and the CPIM and CSCP certifications from APICS.

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## Mr. Marcus SCHMID, Director Quality Management - Voith Turbo Rail Division



Age: Born in 1963, Nationality: German

Apprenticeship: Graduate electrical / electronic engineer UAS

Professional experience:

- since 2009: (additional): Quality Management Representative Voith Personnel Development VZ-Vvme
- since 2004: Director Quality Management Voith Turbo Rail Division
- 2003: Project support Voith Turbo Rail Division
- 2002: Process- and quality management Voith Turbo Rail Division
- 1997: Head of research and development bdu
- 1990: Head of electronic laboratory bdu
- 1990: Hardware / Software development / EDP administration bdu

IRIS experience:

- 2009-07: Leader IRIS Technical Forum for Improvement (TFI)
- 2008-02: Leader IRIS Joint Working Group
- 2007-06: Deputy of IRIS SteCo Vice chairman
- 2007-06: Member of IRIS IRIS Technical Forum for Improvement
- 2006-08: Member of IRIS WG 2
- 2005-10: Member of IRIS WG 1
- 2005-07: Voith Turbo becomes one of the 5 „international railway components suppliers representatives“ in the IRIS SteCo

ISO experience:

- 2009-05: Convenor ISO WG 31 (nominated by DIN)

DIN experience:

- 2009: NA 147-00-03 AA

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## M. Chris AGIUS, Executive Secretary – IECEx and IECQ



Mr. Agius, is the International Technical Secretary with operational CEO duties for the International IEC Conformity Assessment System for Electronic Components, IECQ and System for Equipment for use in Explosive Atmospheres, IECEx operated by the IEC (International Electrotechnical Commission) Head Office in Geneva.

Chris has a long standing involvement in the development of National and International Standards and Certification systems and held various key positions including Manager International Alliance with Quality Assurance Services (now SAI Global) as well Product Certification Program Manager and Group Manager, Electrotechnology which included key roles in the Australian National Certification Schemes.

Chris's past experience includes the design, development and commissioning of process control instrumentation; the design of electronic instrumentation and control systems, including installation and commissioning of industrial installations both hazardous and non-hazardous areas; as well as electrical testing and engineering investigation of industrial equipment/electronic equipment and control processes.

Chris has qualifications and experience in Electrical Engineering and is a long standing Registered ISO 9001 Quality Systems Auditor, member of the Australian Compliance Institute and an IECQ and IECEx Lead Assessor.

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## Mr. Alan RUTTERFORD, Secretary - QuEST Forum EMEA region



Alan Rutterford is the Secretary of the QuEST Forum EMEA region.

He has been involved with TL9000 since 1998, developing the TL 9000 training and presented the first TL 9000 Auditors course in 1999.

Since 1997 Alan has been with Excel Partnership as a senior consultant in implementation and training projects for management systems, measurements systems and business improvement for telecommunications and information security.

Alan was active in promulgating TL 9000 into Japan, Korea and China from 1999 to 2003.

Prior to joining Excel Partnership, Alan was with British Telecommunications in both Operational and Research and Development roles.

He is particularly interested in measurement systems to drive performance improvement and benchmarking in customer and supplier relationships.

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## Mr. Bernard KAUFMANN, General Manager – IRIS



Bernard Kaufmann studied Mechanical Design, obtained a diploma of Qualified Technician and later on one as Industrial Manager.

He spent the most of his career in the railways site of Reichshoffen in France, at the beginning owned by De Dietrich company and since 1997 integrated as an Alstom site, where he held several positions in Design office, Quality management and Sourcing Quality.

Since 2003, he was in charge of the Supplier Quality Development for the key components at Alstom Transport Corporate level.

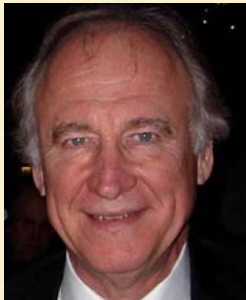
He participated to the IRIS working groups from January 2005 on and was the lead auditor for the first IRIS dry run audits in October 2005. He was involved in the implementation of the IRIS standard until it went live on May 18th, 2006.

Since April 2nd, 2007, he is the IRIS General Manager located in UNIFE offices in Brussels.

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## Mr. Joseph R. BRANSKY, General Motors Representative to the IATF, IATF Delegation Leader, ISO TC 176



Joseph R. Bransky has held a number of technical and management positions in the automotive industry since he began with General Motors in 1968 as a work standards engineer. Highlights include having served as manufacturing manager of Delphi Chassis bearings plant in Sandusky, Ohio; director of quality systems for General Motors North American Operations Quality and Reliability Staff; and appointment as the first dean of General Motors University Quality College. His responsibilities also included coordination of ISO and QS-9000 quality assessment for GM North American Operations manufacturing and assembly centers. Previous to his work at GM, for three years he taught high school mathematics and was chair of the mathematics department. He also worked as a statistician for Ohio Bell Telephone, a division of AT&T.

Since retiring in 1999, he has served as General Motors representative to the QS-9000 Supplier Quality Requirements Task Force (SQRTF) and ISO/TS 16949 International Automotive Task Force (IATF). Currently Mr. Bransky serves as the IATF delegation leader to ISO TC 176, and represents the IATF as a CASCO liaison member. He also represents the industry trade association, Automotive Industry Action Group (AIAG), as member of the Board of the National Cooperation for Laboratory Accreditation (NACLA).

Mr. Bransky earned an undergraduate degree in mathematics/education from Kent State University in 1965, and a master's degree from Stanford University Graduate School of Business in 1981 as a GM Sloan Fellow.

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## Mr. Henri BARTHEL, Director - GS1 System Integrity and Global Partnerships



Henri Barthel is Director System Integrity and Global Partnerships at the GS1 Global Office in Brussels.

He is responsible for protecting the integrity of the GS1 system throughout the GS1 standard and service development processes. He is also responsible for developing strategies for achieving recognition by third party standards organisations of new or amended GS1 standards.

He has been working for GS1 since July 1988 where he was responsible for the automatic identification and electronic data interchange standards. He is a member of the GS1 Architecture Committee. He is also chairman of SC31/WG4, the ISO working group dealing with RFID standardisation for item management and of CEN/TC225, the European standards committee on Automatic Data Capture.

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## Ms. Ewelina MAREK, Consumer Policy Analyst – OECD (Organisation for Economic Co-Operation and Development)



Ms. Marek is a consultant in the OECD's Consumer Policy Unit, where she is currently focusing on consumer product safety issues, particularly on enhancing product safety information-sharing across the borders.

Prior to joining the Organisation in 2008, she worked at the University of Hohenheim where she carried out an analysis of transport management systems within the 'IT FoodTrace' project. The ultimate goal of this project was to develop a first IT-system that would enable information exchange at each stage of the food supply chain.

She holds master degrees in Economics and Agribusiness from the Polish Cieszkowski University and from the German University of Hohenheim, and recently she commenced a Ph. D. thesis in the field of behavioral economics.

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