J. Guald Swary 11/29/16

J. Gerald Suarez, Ph.D.

Department: Management and Organization University of Maryland Robert H. Smith School of Business 4516 Van Munching Hall College Park, Maryland 20742

Current Rank: Professor of Practice

Education:

Inter-American University, San Juan, PR Bachelor of Science degree in Psychology & Education, 1984 Graduated Cum Laude; Dean's List; Golden Key National Honor Society

University of Puerto Rico, Rio Piedras, PR Master of Arts degree in Industrial/Organizational Psychology, 1987

University of Puerto Rico, Rio Piedras, PR Ph.D. in Industrial/Organizational Psychology, 1992

National Defense University, Washington, D.C. Chief Information Officer (CIO) Certificate Program, 1999

Stanford University, Hasso Plattner Design Thinking Institute, 2014

Employment:

2010 – Pres.	University of Maryland Robert H. Smith School of Business Professor of Practice in Systems Thinking and Design Distinguished Academy Fellow, Academy for Innovation and Entrepreneurship Fellow, Center for Leadership, Innovation and Change 4516 Van Munching Hall College Park, Maryland 20742
2008 - 2010	University of Maryland Robert H. Smith School of Business Associate Dean, Office of External Strategy
2005 –2009	University of Maryland Robert H. Smith School of Business Executive Education Senior Fellow
2005 - 2010	University of Maryland Robert H. Smith School of Business Ralph J. Tyser Teaching Fellow

- 2005 2009 University of Maryland Robert H. Smith School of Business Executive Director QUEST Honors Program
- 2004 2005 The National Graduate School for Quality Management Chief Academic Officer 186 Jones Road, Post Office Box 674, Falmouth, MA 02540
- 1998 2004 The White House Military Office (WHMO) Director, Presidential Quality and Organizational Development The White House, 1600 Pennsylvania Avenue, Washington, DC 20500
- 1999 2003 The National Graduate School for Quality Management—Part-Time Chair of Faculty, Washington, DC Region and Adjunct Faculty
- 1993 1998 The White House Communications Agency (WHCA) Director, Presidential Quality/Organization and Process Improvement The White House, 1600 Pennsylvania Avenue, Washington, DC 20500
- 1993 2000 Asturias Business School, Graduate School of Business Quintana, 11. 33009 Oviedo, Spain Visiting Lecturer
- 1993 1997 Clare Crawford-Mason Productions (CC-M)
 8510 Cedar Street, Silver Spring, MD 20910
 Technical Advisor, The Deming Library Videotape Series
- 1993 1996 Marymount University, Graduate School of Business Glebe Road, Arlington, VA 22207 Adjunct Professor, Human Resources Development
- 1991 1993 Department of the Navy, Office of the Under Secretary, Total Quality Leadership Office (TQL)
 2611 Jefferson Davis, Suite 2000, Arlington, VA 22202 Personnel Research Psychologist
- 1987 1991 Department of the Navy Personnel Research & Development Center San Diego, CA 92152
 Personnel Research Psychologist
- 1986 1987 Lucy Lopez-Roig & Associates 400 Domenech Avenue, Suite 701, Hato Rey, PR 00917 Management Consultant

Security Clearance:

Top Secret/Secured Compartmented Information (TS/SCI); Presidential Support Special Duty Access—Highest security clearance granted by the US Government

Languages:

English and Spanish.

Board Member and Fellowships:

Distinguished Fellow, Academy of Innovation and Entrepreneurship, University of Maryland Fellow, Center for Leadership Innovation and Change, University of Maryland Board Member American Civix Technologies, L3C Board Member, weBike, LLC Founder, J. Gerald Suarez Consulting, LLC Contributor to the W. Edwards Deming Institute Member of the Society of Industrial Organizational Psychologists Former Chair, Brumberger QUEST Innovation and Consulting Conference Former Visiting Technical Fellow, Lockheed Martin Corporation Past Member of Excellence in Government Council

Certifications:

Hogan Assessments Systems, Inc., Hogan Personality Inventory Certification, 2008 Belmont University, Nashville, TN Certified Implications Wheel Facilitator and Planner, 2002-2010 National Defense University, Washington, D.C. Chief Information Officer (CIO) Certificate Program, 1999 Covey Leadership Center, Licensed Facilitator, 1997

Publications:

Books:

Leader of One: Shaping Your Future through Imagination and Design. (2014). North Charleston, SC: Create Space, Amazon.

Redesigning Systems that Work: Leadership Insights from the White House. (*Unpublished Manuscript 2007*).

Leading Learning and Driving Results. (2004). Falmouth, MA: National Graduate School Press.

Master's Business Project: A Primer for Faculty and Students. (2003). Falmouth, MA: National Graduate School Press.

El Miedo en las Organizaciones, Third Edition (2003) Oviedo, Spain: Asturias Business School ISBN 84-605-8382-1

Tres Expertos en Calidad y el Miedo en las Organizaciones (1997). Oviedo, Spain: Asturias Business School.

Liberación del Miedo en las Organizaciones. (1994). San Juan, PR: Quality for Business Success.

Ryan, K., & Oestreich, D. (1998). *Driving Fear Out of the Workplace*. New York: Jossey-Bass. (Foreword written by Gerald Suárez).

Journal Articles:

Jacques, M. L. (1999). Transformation and Redesign at the White House Communications Agency. *American Society for Quality Management Journal*, *6*(3). (Interview with Dr. Gerald Suárez.)

Fear in the Workplace. (July/August 1997). Harvard Deusto Business Review, 79, 4-14.

Managing Fear in the Workplace. (December 1994). *Journal for Quality and Participation*, *17*(7), 24-29.

Technical Reports and Organizational Publications:

Contributor to 500 Web Sites: A Quantitative and Qualitative Diversity Assessment, Public Affairs Group, Washington, DC, 2006.

White House Military Office Employee Handbook. (2003). Washington, D.C.: White House Military Office Customer Support and Organizational Development, CSOD Publication.

An Introduction to the White House Military Office. (January 2001). Washington, D.C.: The White House Military Office Customer Support and Organizational Development, CSOD Publication.

Building for the 21st Century (December 1997). Washington, D.C.: The White House Communications Agency Presidential Quality Office.

Creating the Future: An Idealized Redesign of the White House Communications Agency. (November 1996). Washington, D.C.: White House Communications Agency.

Managing Fear in the Workplace (TQLO Publication No. 93-01). (January 1993). Washington, D.C.: Office of the Under Secretary of the Navy, Total Quality Leadership Office.

Three Experts on Quality Management: Philip B. Crosby, W. Edwards Deming and Joseph M. Juran (TQLO Publication NO. 92-02). (August 1992). Washington, D.C.: Office of the Under Secretary of the Navy, Total Quality Leadership Office.

Total Quality Management Implementation: Selected Readings (NPRDC TN 89-17). (April 1989). San Diego, CA: Navy Personnel Research and Development Center.

Strategy for Educating the Department of Defense Acquisition Work Force in Total Quality Management (NPRDC TN 89-19). (April 1989). San Diego, CA: Navy Personnel Research and Development Center.

An Education and Training Strategy for TQM in the Department of Defense (NPRDC TN 89-28). (July 1989). San Diego, CA: Navy Personnel Research and Development Center.

Other Articles:

Suarez, J. G. (2016). A baby boomer's guide to managing millennials at work. *Los Angeles Times* http://www.latimes.com/business/la-fi-career-coach-boomers-millennials-20161124-story.html

Suarez, J. G. (2016). Boomers, know thy millennials. *The Washington Post* <u>https://www.washingtonpost.com/news/capital-business/wp/2016/11/11/career-coach-boomers-know-thy-millennial/</u>

Suarez, J. G. (2016). Here's how to put that worry to positive effect. *The Washington Post* <u>https://www.washingtonpost.com/news/capital-business/wp/2016/10/14/heres-how-to-put-that-worry-to-positive-effect/</u>

Suarez, J. G. (2014). No one is immune to fear. Here's how to manage yours. *The Washington Post* <u>http://www.washingtonpost.com/news/capital-</u> business/wp/2015/06/10/career-coach-no-one-is-immune-to-fear-heres-how-to-manageyours/

Suarez, J. G. (2014). To win in the future you need to first imagine it. *The Washington Post*

http://www.washingtonpost.com/news/capital-business/wp/2015/03/26/career-coach-towin-in-the-future-you-need-to-first-imagine-it/

Keeping Millennials Happy Is Now Its Own Genre of Management Training. *Bloomberg*. Interviewed and cited in article. http://www.businessweek.com/articles/2014-07-18/financial-services-firms-give-managers-training-on-how-to-manage-fickle-millenials

Suarez, J. G. (2014). Are you paying enough attention to the future? *The Washington Post* http://www.washingtonpost.com/business/capitalbusiness/career-coach-are-you-paying-enough-attention-to-the-future/2014/05/16/0d64c626-dbbd-11e3-8009-71de85b9c527_story.html

Suarez, J. G. (2013). Doing a little more is not always doing your best. *The Washington Post* http://www.washingtonpost.com/business/capitalbusiness/doing-a-little-more-is-not-always-doing-your-best/2013/11/08/cc39b430-470c-11e3-bf0c-cebf37c6f484_story.html

Suarez, J. G. (2013). Who's Painting Your Career Canvas. *The Washington Post* http://www.washingtonpost.com/business/capitalbusiness/career-coach-whos-paintingyour-career-canvas/2013/08/30/7bdf62ea-1003-11e3-bdf6-e4fc677d94a1_story.html

Suarez, J.G. (2013). Focus on What You Want. *The Washington Post* http://www.washingtonpost.com/business/capitalbusiness/career-coach-focus-on-whatyou-want/2013/07/03/42b5a4ac-e25e-11e2-a11e-c2ea876a8f30_story.html

How to Stay the Course Amid Constant Turbulence. *The Washington Post* http://www.washingtonpost.com/business/capitalbusiness/career-coach-how-to-stay-thecourse-amid-constant-turbulence/2013/04/26/bd52f4ca-ad30-11e2-a8b9-2a63d75b5459_story.html

What I Learned in China. The Faculty Voice. (March, 2007) p. 8-9.

Who's Who in Quality. Quality Progress. 40, 6. (June 2007) p. 21.

Solving America's Education Crisis. The Baltimore Sun. Monday December 15, 2005 p. 11A.

Education: The First Step in Securing Our Nation: *Border and Transportation Security Journal* BTS. 2005 p. 120.

Learning from our mistakes . . . and those of others. Zona Comercial, 2(1), 2002.

An Interview with J. Gerald Suárez. Zona Comercial, 1(3), 2001.

Multimedia:

The power of Yes and the wisdom of No. University of Maryland TEDx Talk <u>https://www.youtube.com/watch?v=JbVMKWgtoqc</u>

Smith Business Close-Up on Maryland Public Television. Gerald Suarez, Professor of the Practice in Systems Thinking and Design, discusses leadership approaches from his new book, *Leader of One*. July 31, Aug. 3.

Shaping the future through dream and design. Loyola Marymount University TEDx Talkhttps://www.youtube.com/embed/w2tho2_wLBE?feature=player_detailpage

Better thinking for leaders. (2013) Pratt & Whitney webinar series, California.

Shutters4Scholars: Bringing Hope to the Children of Ukrane. (2009). Business Close Up, Maryland Public Television.

Fifteen Years of Excellence: The Brumberger QUEST Innovation and Consulting Conference. (December 2008) Smith Webcast, College Park, http://rhsmith.umd.edu/news/stories/2008/quest-conference.aspx

Closing the Gap Between Knowledge and Action. (May 2007). Smith Podcasts, College Park, MD. http://www.smith.umd.edu/news/rss/podcast/library/2007/video/sbcu.suarez.html

Managing Fear in the Workplace to Create a Culture of Trust. (June 2006). Smith Podcasts. College Park, MD.

http://www.smith.umd.edu/news/rss/podcast/library/2006/video/sbcu.suarez.html

Talks and Professional Papers Presented:

Shaping Your Future through Imagination and Design. Process Management Institute. Potomac, MD, June 2015

Creating the Future: The Power of Us. United States Customs and Border Patrol Senior Leadership Summit. Harpers Ferry, WV, March 2015.

Creating a Culture of Excellence. Credible Annual Conference, Baltimore, MD, March 2015.

Systems Thinking for Strategic Decision Making. Nuclear Regulatory Commission, Bethesda, MD, February 2015.

Accelerating the Future Through Systems Thinking. NewSpring Capital Annual Conference, Philadelphia, PA, November 2014.

The Millennial Generation: From Passion to Outcomes. Defense Security Systems, Quantico, VA October, 2014

Revitalizing the Future. Gemological Institute of America, Carlsbad, CA September 2014

Leading with impact. Gallup Organization, Washington, D.C., August 2014.

Leadership Lessons from the Corridors of Power. International Taxation and Transfer Pricing Conference, Washington, D.C., August 2014.

Workforce 2025. President's Performance Accountability Council. Office of Personnel Management, Washington, D.C., August 2014.

Transformation at the White House: A Personal Journey. International Taxation and Transfer Pricing Conference, Washington, D.C., October 2013.

Performance Management and Good Governance. Denmark Delegation, Washington, D.C., October 2013.

Redesigning Healthcare: A Systems Approach. University at Buffalo, May 2013.

Shaping the Corporate Future. Keynote Address for Siemens Annual Conference, Las Vegas, NV, February 2013.

The Fierce Urgency of Now. The White House Communications Agency, The White House, Washington D.C., September, 2009.

Using Web 2.0 to Customize Learning for the Millennial Generation. (April 2008). Paper presented at the University of Maryland's Innovations in Teaching and Learning Conference, College Park, MD.

Getting to the Future First: Leading and Learning in a State of Possibilities. International Executive MBA Conference. Barcelona, Spain, October, 2005.

Transforming Patterns of Fear into Patterns of Hope. University of Pennsylvania, Center for Organizational Dynamics. Philadelphia, PA, September, 2005.

Teaching and Learning in the Age of System. University of Continuing Education Association. University of Chicago, September, 2004.

A Systems Approach to Terrorism: Applying Quality Tools and Methods. ANSER Institute, Shirlington, VA, July 2003.

Managing Fear and Building Trust. American Society for Quality Control National Conference, Kansas City, MO, May 2003.

Organizational Redesign. National Defense University Information Resources Management College, Washington, D.C., April 2003.

Systems Thinking, Leadership and the Human Dimension. The National Defense University Information Resources Management College, Washington, D.C., April 2003.

A Systems Approach to Homeland Security. The National Graduate School Leadership Conference on Homeland Security, North Falmouth, MA, March 2003.

"Z" to "A" Planning. Motor Vehicle Administration Managers Retreat, Maritime Institute, Linthicum, MD, May 2002.

Applying Systems Thinking in the Public Sector. III Congreso Gallego Da Calidade, Santiago de Compostella, Spain, April 2002.

Innovation . . . Yesterday and Today. Foro Jovellanos, Gijon, Spain, April 2002.

Building Trust. Burger King Latin America Annual Conference, Key Biscayne, FL, October 2000.

Motor Vehicle Administration 1st Annual Supervisors Quality Leadership Conference. *Managing Fear in the Workplace*. Johns Hopkins Applied Science Laboratory, Baltimore, MD, October 2000.

The W. Edwards Deming Institute Spring Conference and Community Symposium: *Managing Fear and Building Trust within Government Organizations*. Tacoma Washington, April 16-18, 1999.

Evaluación de Las Políticas Públicas y Gestión de La Calidad. The University of Las Palmas of Gran Canaria, Canary Islands, Spain, October 1998.

Building For the 21st Century. Strategic Planning for Government: Charting the Future by Designing, Implementing, Aligning and Measuring Strategic Initiatives, IQPC Worldwide Pte. Ltd., Singapore, July 1998.

Creating the Future. Council for Continuous Improvement, Annual Conference, Sacramento, CA, July 1998.

Shaping Your Organization's Future. MAQIN Eleventh Annual Hunter Conference, Madison, WI, June 1998.

Quality: Global Perspective for Growth and Development. The Medical Device Industry 3rd Annual Conference, San Juan, PR, May 1998.

Moments of Truth. Insurance Consumer Affairs Exchange, New Orleans, LA, March 1998.

Liberating Fear from the Workplace. Triple-S Inc. Annual Sales Award Banquet, San Juan, PR, February 1998.

Managing Fear in the Workplace: The Key to Succeed in the New Economic Age. Sales and Marketing Executive Association International, San Juan, PR, October 1997.

Beyond Total Quality Management. Duro Felguera Group, S.A. Oviedo, Spain, October 1997.

Designing Effective Organizations. Esmena S.A. Oviedo, Spain, May 1997.

Interactive Idealized Redesign. The Supreme Court of the Commonwealth of Puerto Rico, Professional Series, San Juan, PR, April 1997.

Quality, Education and Competitiveness. Puerto Rico 2000 Annual Conference and Exhibits, Ponce, PR, June 1994.

International Symposium on Quality Management, Professional Council for Science and Economics/Government of Argentina. Buenos Aires, Argentina, June 1994.

The New Economic Age. Asturias Business School, Oviedo, Spain, April 1994.

The New Economic Age. National Society of Hispanic MBAs, Fourth Annual Conference and Career Expo, Washington, D.C., October 1993. (Breakout session presentation)

Fear in the Workplace. World Quality '92, Fourth National Quality Symposium & Exhibits sponsored by Texas Instruments, Dallas, TX, October 1992. (Breakout session presentation)

Films:

Clare-Crawford Mason Productions (Producer). *Better Management for a Changing World* (Videotape series). Part 5, Managing Fear; Part 6, Change, Improvement and Fear; Part 7, Managing Fear: How to Begin. (1994). (Available from Clare-Crawford Mason Productions, 8510 Cedar Street NW, Silver Spring, MD 20910)

J. Gerald Suarez (Producer, writer, director) *Behind the scenes of a Presidential movement* (1996). This 11 minute documentary was featured at the Presidential exhibit in the Smithsonian Museum of American History in Washington, DC. The White House Communications Agency.

Patents and Inventions:

Elevator Handrail Sanitation Device, Patent Pending Status, US Patent Office

Honors, Awards:

Distinguished Fellow, Academy for Innovation and Entrepreneurship, University of Maryland

Allen J. Krowe Award for Teaching Excellence, 2014 and 2008

University of Maryland Robert H. Smith School of Business Top 15% Faculty Member, 2004-2005; 2005-2006; 2007-2008, 2010-2011

Fellow, Center for Leadership Innovation and Change, Robert H. Smith School of Business

Executive Education Senior Fellow, Robert H. Smith School of Business

Lockheed Martin Technology Fellow

The 4th Dali Original Sculpture Award 2008: an exclusive Spanish award given to individuals who make significant contributions to the advancement of social responsibility. First awarded to King Juan Carlos and Queen Sophia of Spain.

The 49th Jovellanos Award 2002: an exclusive Spanish award given to individuals who make significant contributions to the advancement of social responsibility. First awarded to King Juan Carlos and Queen Sophia of Spain. Presented by the Mayor of the City of Gijon.

The Canary Islands Public Service Award presented by the Cabildo (Mayor) of Gran Canaria, Spain

The National Graduate School Most Distinguished Faculty Member of the Decade Award for 1993-2003

Phillip Merrill Presidential Scholar Faculty Mentor 2008

Brumberger QUEST Innovation and Consulting Project of the Year Faculty Advisor 2008

Association of Corporate Growth Scholar Faculty Mentor 2009

Defense Information Systems Agency Eagle Award for Outstanding Leadership

Defense Information Systems Agency Performance Award (3)

Presidential Retreat Camp David Award

The White House Medical Unit Outstanding Support Award

The White House Military Office Commander's Award for outstanding service

White House Certificate for Meritorious Service during the attacks of September 11, 2001

White House Distinguished Service Award

The George W. Bush Commander-in-Chief Coin for direct support to the President in his role of Commander-in-Chief.

The Decoration for Exceptional Civilian Service Medal, the highest Department of the Army and Department of the Air Force honorary award granted by the Secretary of the Army and the Air Force.

Sustained Superior Performance Awards (12); Certificates of Achievement (6)

Department of Defense Letters of Appreciation from the Undersecretary of the Navy, the Chief of Naval Education and Training, the Chief of the Atlantic Fleet, the dean of the National Defense University, the Commander of the Navy Personnel Research and Development Center and other Department of Defense Leaders (14)

Navy Personnel Research and Development Center Superior Performance Award

Department of the Navy Fleet Support Service Award

Club Asturiano de la Calidad, Premio de Innovacion

Consultant to the following companies and organizations:

Anne Arundel Medical Center **Bacardi** Corporation Burger King International Comcast/NBC Universal Credible **Customs and Border Protection** CSXT Defense Intelligence Agency Defense Security Agency Department of Defense Gemological Institute of America **General Electric** Intelsat General Corporation Jackson Healthcare Lockheed Martin Maryland Motor Vehicle Administration National Heart Lung Blood Institute Sandia National Labs Siemens Under Armour University of Maryland Medical System

Teaching and Advising:

Courses Taught for Academic Credit:

258E HONR Creating the Future through Systems Thinking & Design ENES/BMGT490 HONR Total Quality Practicum ENES/BMGT 390HONR Systems Thinking for Managerial Decision Making ENES/BMGT190 HONOR Innovation and Design

BMGT 486 Total Quality Management and Statistical Thinking BMGT 468 Design Thinking BMGT 463 Cross-Cultural Challenges in Business BMGT 364 Management and Organizational Theory BMGT 363 Leadership in Organizations EMBA 798 Business Problem Solving ALP—EMBA Capstone BUMO 768W Creating the Corporate Future MBA 698 Six Sigma

Other Courses:

EMBA Mastery Session Quantitative Tools and Methods for Quality Improvement
EMBA Mastery Session A Systems Approach to Strategic Decision Making
EMBA Mastery Session Design Thinking
EMBA Mastery Session Doing Business in China—Creating the Future
EMBA Mastery Session From Strategic Thinking to Strategic Action
EMBA Mastery Session Shaping the Future Through Interactive Planning and
Idealized Design
EMBA Mastery Session The 7 Habits of Highly Effective People
EMBA Mastery Session Scouting the Future—The Implications Wheel
Corporate Custom Programs at CSX; Lockheed Martin, Indian IRS, Customs and
Border Protection, Force 3, IQ Solutions, Anne Arundel Healthcare System

Technical Advising and Action Learning Projects:

Executive MBA coach, advising two executives per year Undergraduate, advising 20 student teams per year EMBA, advising 7 executive student teams per cohort Corporate, advising12 senior executive teams per year Individual Study Program (IVSP), advising one student

Service:

Community, State and National:

MIT \$100K Entrepreneurship Competition, Judge President Obama Performance Accountability Council Springfield Youth Club, community coach *Leadershape* volunteer speaker, Champaign IL Sea Colony Tennis Committee—search committee volunteer

Academic Service at the University of Maryland:

I-Series Board—University level 2010-present Fearless Ideas Board—University level 2014-present Dean's Teaching Enhancing Committee—Smith School 2014-present University of Maryland Leadership Academy—University level 2014-present Krowe and Legg Mason Award selection sub-committee 2014-present

QUEST Curriculum board—Inter-colleges 2011-present Dean's Salary Review Committee—Smith School 2011-2013 Speaker at fundraising events on behalf of the Office of Development—Smith School M&O Search Committee—Department level Search and selection committee member for senior administrative positions—Smith School Co-Chair Rankings excellence team—Smith School Hispanic MBA Association, strategic contributor—Smith School Diversity Committee, speaker—Smith School SUSA undergraduate student organization, speaker—Smith School Moderator at Smith sponsored events (e.g., ethics, financial crisis)—Smith School Faculty representative and platform member at commencement ceremonies—Smith School