

Invitation from ASQ Ann Arbor Section January 3, 2022 Virtual Meeting

DATE:

**Monday,
January 3, 2022**

This is a virtual meeting/webinar.
Information and instruction for
how to join the meeting will be
provided with registration.

Time:

2:30 pm – 5:30 PST
*Check registration site to confirm
time*

**There is no charge for this
meeting.**

**For more information and to
register for this online/virtual
meeting, click [here](#).**

Attendance at this meeting earns
RUs toward ASQ recertification.

NOTE: Be sure to use the same
email address to join the virtual
meeting as you use when
registering in order to receive the
RUs. You must register for the
event and join virtually to receive
RUs.

For more information about Ann
Arbor ASQ Section #1010, click
[here](#).

For more information about our
local Columbia Basin ASQ section
and future upcoming events:
www.asq614.org/.

Robust Design and Robust Engineering



Dr. Jianhua Zhou **ASQ Fellow, Consultant at JHZ Strategic QA**

Robust design (quality engineering) was proposed by Dr. Genichi Taguchi in the 1970s. It is an approach to technical development, product design, process design, improvement, etc., that was conceptualized from the standpoint of engineering.

It was introduced to the Bell Laboratories early in the 1980s and remarkable results were accomplished. In America, unique, superior features of robust design were recognized while in Japan engineers and researchers had a high opinion of robust design and introduced it to manufacturing industry as well as to the field of research and development.

In the United States, quality engineering is often called the “Taguchi Method” or “robust engineering” and has been enjoying greater recognition than in Japan. Quality engineering is said to have contributed substantially to defeating American technological stagnation in the 1980s.

It has expanded from Parameter Design, Tolerance Design and On-line Quality Control to Robust Engineering. It finds a wide range of applications in the areas such as Failure Mode and Effect Analysis, Design Verification and Production Validation, Reliability Design and Analysis, Design for Six Sigma, and Engineering Education.

Dr. Zhou will discuss this progression and share several examples.

About the Speaker: Prior to joining JHZ Strategic QA, Dr. Jianhua Zhou worked for Ford Motor Company where he held various positions including Vice President of Ford Asia Pacific Quality and New Model Programs, Corporate Executive Technical Leader and Member of Technology Advisory Board. Dr. Zhou has been actively involved in professional societies. He is an ASQ Fellow and Chief Technical Expert of ASQ Shanghai. He also serves as an Associate Editor of SAE International Journal of Materials and Manufacturing. Dr. Zhou has published more than 30 technical papers, including one in the Japan Journal of Quality Forum. He has been a keynote speaker and panelist at various international conferences and symposiums. He is a three-time award winner of Taguchi Robust Design. In 2009, ASQ recognized Dr. Zhou the Quality Professional of the Year, and in 2015 ASQ bestowed the title Fellow for his contribution to advancing quality. Dr. Zhou holds a US patent on vehicle durability as well as M.S. and Ph.D. degrees from the University of Michigan, and a B.S. degree from Nanjing University of Technology.