

EFQM Member Ambassador's Profile



Organisation: BMW Group

Job Title: Produktionssystem, Planung, Werkzeug-, Anlagenbau Bereichsmanagement

Profile

- **Can you introduce yourself shortly?**
Daniel studied mechanical engineering at the Technical University of Munich and finished his PhD at the Karlsruhe Institute of Technology. Afterwards he had different functions within BMW regarding the electric drivetrain:
 - Design and Calculation High Voltage Batteries
 - Pre-Development and Prototypes: Batteries, Electric Machines, Fuel Cell and Combustion Engines
 - Innovation Management and Data Analytics for Production DrivetrainIn 2014 he also founded the start-up TRIZBOX to apply and teach the TRIZ inventive principles.
- **How did you start your EFQM adventure?**
In 2016 Daniel took over the project lead for EFQM within the Technical Planning (TP) of BMW. Since then he prepared different internal assessments and became an award assessor in 2017.
- **A brief description of your organisation's use of EFQM?**
Within BMW there is a long history of implementation of the EFQM model, especially within the plants e.g. Plant Regensburg EFQM Award Winner in 2015 or Plant Munich Ludwig-Erhard-Price in 2016 (national award). TP plans the production system for all BMW plants around the world and therefore plays a central role within the production resort. EFQM is used to constantly improve the organisation in close connection to the strategy and the target management processes.
- **Any comment or last word?**
EFQM is a great chance to develop your organisation towards excellence as well as to share good practices within a broad network.