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CELISE 2022 meeting

Quick Roundtable: VoCATE Ltd. 'Voice of the Customer Across The Ecosystem'

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*Akao Prize Winner 2016
Founder & Director, VoCATE Ltd*

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7th December, 2022



Topics Discussed

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- VoCATE Ltd. - Main expertise and capacities
- Interests in CELISE
- Key staff participating in CELISE



VoCATE Ltd Expertise & Capacity

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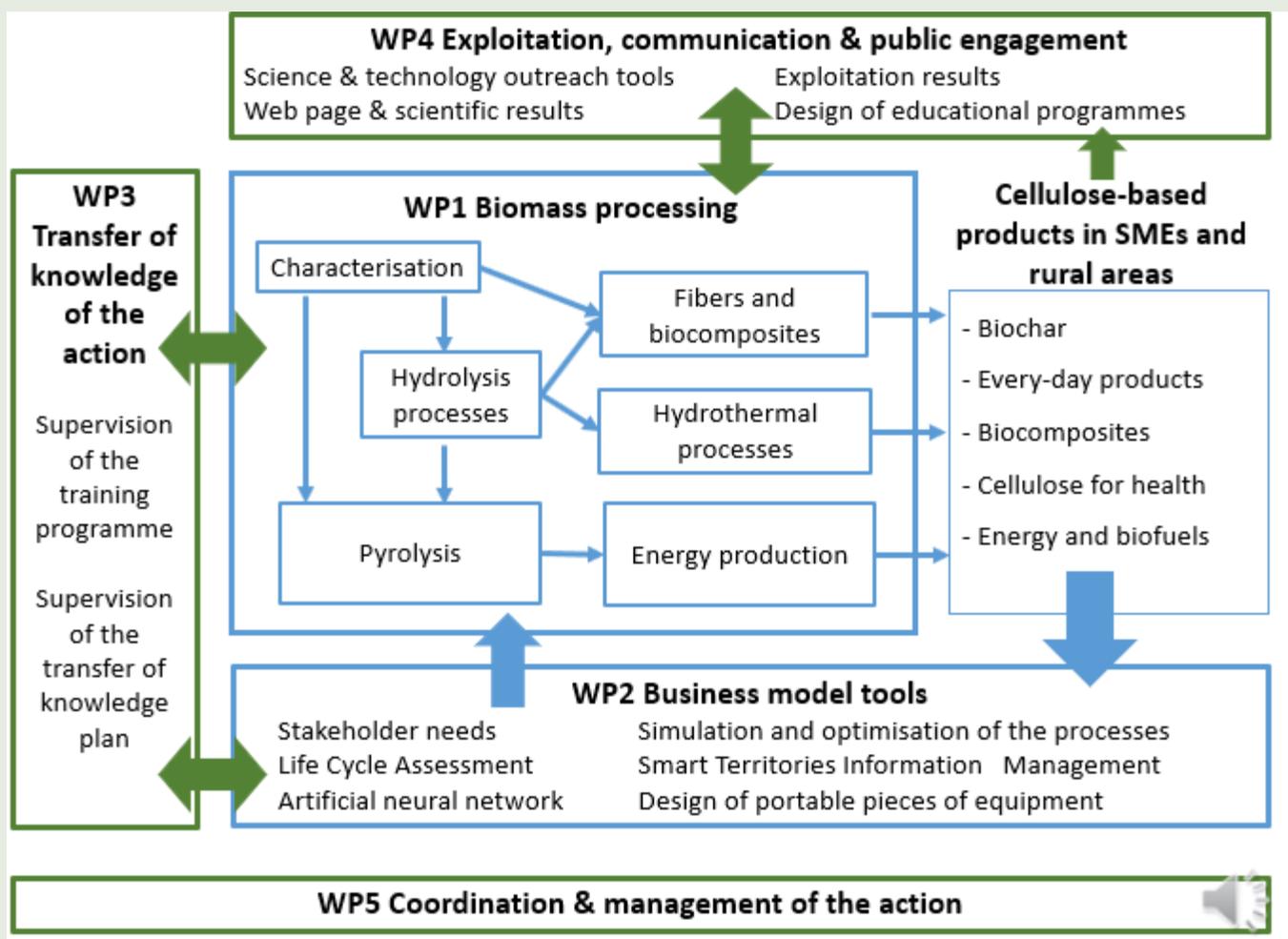
- VoCATE Ltd, initially established by Dr Kim E Stansfield in 2011, following a period of permanent employment of its founder, is being relaunched at the end of 2022 to provide education, research and consulting services in:
 - Systems thinking and complex problem analysis
 - Stakeholder needs capture, structuring, analysis & prioritisation via QFD
 - Stakeholder needs driven 'sustainable-systems design & development'
 - Systems, process and enterprise architecture and engineering
 - Business model development for circular economies & sustainability
 - Educational curriculum and system development
- Current capacity focused solely on its founder,
- It's capacity is being expanded through development of working relationships with associate consultants drawn from the founder's network of experts





CELISE Work Package Structure

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Main Interests In CELISE

Through consultation with CELISE program management team, VoCATE Ltd will play a leading role:

WP2 Business Model Tools:

Provide leadership in:

- stakeholder needs consolidation, structuring and analysis,
- systems thinking, process architecture and life-cycle assessment,
- methods that align and refine/optimize designs of:
 - Information architecture
 - Designs of sustainable, circular-economy business models
 - Design of portable process equipment

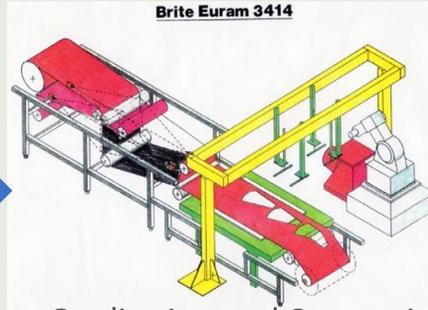
VoCATE Key Participant in CELISE: Dr Kim Stansfield

BSc, MSc, PhD – Materials
RAE Farnborough
1987-1990



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Kim's Introduction to TQM &
QFD for QA'ed Systems Design
1990-1992



Quality Assured Composite
Manufacturing BE3414
1990-1992



Relaunch VoCATE
2022

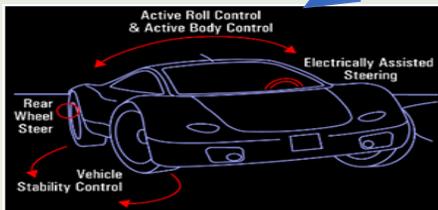
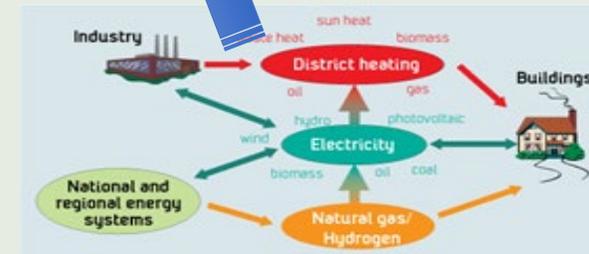


Associate Prof
Transformational Systems Engineering
2016-2020

Safe & Comfortable Integration of In Car
Comfort, Communications & Telematics
1997-1999



2010 'Toasting' Yoji Akao –
Codeveloper QFD & Developer Hoshin



Integrated Vehicle Control Systems
1999-2001



Enterprise System Transformation
2002-2013

QA Design Sustainable Energy Systems
2013-2015,

Professional Experience 1987 - Present

Kim Stansfield – Professional Development & Awards



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Elected Associate of IAQ
VoC ThinkTank
2021 - Present

Joined BERSTIC Network
2018 - Present

Certified QFD Black Belt®
2018

INCOSE
Systems Engineering Quality Management Working
Group

Join INCOSE Systems Engineering Quality
Management Working Group
2017 - Present

'Akao Prize' Winner 2016
UK Rep ICQFD



2016 Receiving Akao Prize
From Glenn Mazur



2010 'Toasting' Yoji Akao – Codeveloper
QFD & Developer Hoshin Kanri

UK Rep, ISO 16355 Standard
for Modern QFD 2010 -
Present

Chartered Engineer
1994 - Present

Professional Development & Awards
1994 - Present