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# PROFESSIONAL Speaker's Profile Tan Chor Hoong



“ The 8 Habits  
of  
Quality People ”

**Ms. Tan Chor Hoong**

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Chor Hoong graduated from the National University of Singapore, first, in Electrical & Electronics Engineering (Honours) and then later in 1987, with an MBA, majoring in Marketing.

Upon graduation, she joined well-known U.S. multinational Texas Instruments (TI) Singapore. TI Singapore was the first company to win the highly coveted Singapore Quality Award (SQA).

It was here in TI S'pore that Chor Hoong received intensive and extensive training in Quality Management, both locally as well as overseas. It was here that she became actively involved in training engineers and managers in Total Quality and 6-Sigma methodologies.

She was Total Quality Culture (TQC) Manager when she left to set up TQM Consultancy in 1990. TQM Consultancy being a natural and logical extension of her career at TI Singapore, Chor Hoong is now dedicating all her time to assist industry in their quest for Quality supremacy through the application of hard problem-solving skills and industrial Statistics as well as the even-more-important inculcation of soft Quality attitudes and mindsets

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Her U.S. training in the Malcolm Baldrige National Quality Award criteria positions her well to assist companies in their quest for the Singapore Quality Award !

Chor Hoong had also had substantial experience in Customer Relationship Management, travelling all over the world to work with customers being an integral part of her job, first as Q&R Engineering Manager and then as TQC Manager.

Chor Hoong's recent appointments by James Cook University (JCU), Queensland University of Technology (QUT) and Nottingham Trent University to deliver the Total Quality modules for their respective Master Degree Programs, are definitely endorsements and recognition of her expertise in the discipline.

Glad to share her extensive experience on the subject with industry, she has published her first book, The 8 Habits of Quality People, in 2004. Available at major book stores, the book is foreworded by the distinguished Dr Ahmad Magad, MP for Punggol - Pasir Ris GRC.

From her book, it is crystal clear what Chor Hoong stands for ... a Customer First mindset; thinking out-of-the-box; a tenacious pursuit of "impossibilities"; stronger, more impassioned corporate leadership and a burning passion for excellence ...