

# Dr Alan Barnard, PhD - Short Bio

## Contact Details

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## Personal Particulars

**Born:** 31 May 1969

**Nationality:** South African.

**Marital Status:** Married on 11/01/98 to Laura.

**Children:** Two Sons, Christian (15/5/06) and Francois (25/7/07).

**Language :** Fluent in English, Afrikaans and Dutch

**Goal in Life:** To contribute by helping individuals and organizations SEE and UNLOCK the inherent potential within themselves and the organizations they are part of.



## Academic and Professional Qualifications

- PhD in Management of Technology & Innovation, from the Da Vinci Institute for Technology in 2009 with a thesis titled "How to identify and unlock inherent potential within organizations (private & public) and individuals?"
- MSc MOTI (Management of Technology and Innovation), from the Da Vinci Institute of Technology in 2007.
- BSc (Industrial Engineering.), Cum Laude, University of Witwatersrand, 1991.
- Certified at the "implementer" level in all Theory of Constraints (TOC) applications (Operations, Finance, Projects, Supply Chain, Thinking Processes and Holistic Business Strategy) by the "Theory of Constraints International Certification Organization (TOCICO)

## Business Experience

- Alan has been a practitioner, educator, project leader, strategy advisor and author in Theory of Constraints (TOC) for the last 15 years working directly with Dr. Eli Goldratt (developer of Theory of Constraints) on developing new TOC knowledge and leading TOC analysis and implementations on the more complex cases in partnership with global companies such as Random House Publishing, SAP, Cisco Systems, BHP Billiton Mining British Columbia Rail, African Explosives, Afrox Gas, SABMiller, Premier Foods, UN WFP, InWent, ABB, Tata Steel, Adidas
- Alan is also leading a capacity building partnership with UN Development Program and InWent to help African Cities to apply Theory of Constraints to "do more with less in less time" as part of their global "Sustainable Cities Program"
- Alan is a frequent presenter at International conferences on topics such as "How to do more with less in less time" and "How to overcome resource and time constraints?" within public and or private organizations.
- In 2009, Alan was invited as one of the recognized international experts on Theory of Constraints to contribute two chapters to the "Theory of Constraints Handbook" that will be published by McGraw Hill Publishing in 2010.

## Honorary Positions

- Founding Board Member of TOCICO (Theory of Constraints International Certification Organization) and served as the longest standing President and Chairman of the board (2003 to 2005). In 2006, Alan was awarded a Life Time achievement award and membership for his "life time" contribution to TOCICO and to the TOC body of knowledge
- Past President of SAPICS, the Professional Society for Supply Chain Management of Africa
- Alan has been serving as a judge in the South African National Logistics Achiever Awards since 2001 to present.

## **Current Company Positions**

- CEO of Goldratt Research Labs Inc, based in Boston USA, a research company that partners with leading organizations around the world such as ABB, Random House Publishing, Ditch Witch, Cisco Systems, Larsen & Toubro etc to develop new knowledge and simple constraint focused solutions to complex problems using Theory of Constraints ([www.goldrattresearchlabs.com](http://www.goldrattresearchlabs.com))
- Chairman of Realization Africa, the African division of Realization Inc, a software company that supply the leading Multi-Project Critical Chain Project Planning & Execution Management software to organizations such as NASA, US Marines & Navy, Boeing, Proctor & Gamble, BHP Billiton, Hewlett Packard, Premier Foods, Tata Steel etc. ([www.realization.com](http://www.realization.com))
- Director, Goldratt Group Africa, an education and consulting company that partners with private and public organizations in Southern Africa such as SABMiller, African Explosives, Goldfields etc. to implement Theory of Constraints with a significant portion of the fees conditioned on improved financial performance and profitable growth. ([www.goldratt.co.za](http://www.goldratt.co.za))
- CEO of The Odyssey Institute, a not-for-profit organization that helps young people around the world to apply Theory of Constraints to their own lives to set and achieve ambitious goals by systematically identifying and overcoming constraints. ([www.toc-goldratt.com/odyssey](http://www.toc-goldratt.com/odyssey))

## **Presentations and Published Papers**

### **Presentations by Organization**

#### TOCICO International Conferences

2009 Conference, Curitiba, Brazil

“ABB Case Study: TOC in SAP”, Dr. Alan Barnard, CEO Goldratt Research Labs.

2009 Conference, Cartagena, Columbia

“Solving the Problem of Shortages and Surpluses in the Publishing Industry”, Dr. Alan Barnard, CEO Goldratt Research Labs.

2008 Conference, Las Vegas, USA

“Latest developments in application of Theory of Constraints to the design, planning and execution of Business Strategy”, Alan Barnard, TOCICO Business Strategy Certification Chair.

2007 Conference, Las Vegas, USA

“Using TOC to Do More with Less in Less Time within the Public Sector in Africa”, Alan Barnard, Director Africa, Goldratt Group

2006 Conference, Miami, USA

“Challenging one of the Basic Laws of Economics”, Alan Barnard, Director Africa, Goldratt Group

2005 Conference, Barcelona, Spain

“Fundamentals of Theory of Constraints – Certification Exam Review”, presented by Alan Barnard and Dr. Mike Umble

2003 Conference, Cambridge, UK

“New developments in the Theory of Constraints Thinking Processes”, presented by Alan Barnard

## Other Conferences

SAPICS 2009 Conference:

“Achieving fast and reliable deliveries with a Theory of Constraints SCM Solution simple enough to be supported by standard ERP Systems”, Dr Alan Barnard, CEO Goldratt Research Labs.

SAPICS 2008 Conference:

“Using a Simplified Theory of Constraints Approach to Achieve MORE WITH LESS, WITH LESS TIME within the Public Sector - A Case Study from Africa”, Alan Barnard, July 2008

SAPICS 2002 Conference:

“Finding the weakest link in the complex Afrox Industrial and special product supply chain”, Alan Barnard, June 2002

2009 TOC for Education: 12<sup>th</sup> TOC for Education International Conference, Bogota, Columbia. “How to identify and unlock inherent potential within organizations and individuals: PhD Research Findings”.

2007 TOC for Education: 10<sup>th</sup> TOC for Education International Conference, Fort Walton Beach, USA – “How to SEE and UNLOCK inherent potential within individuals and organizations?”, PhD Initial Research Findings”

2007 InWent - Capacity Building International, Germany : International Theory of Constraints Conference.

2005 SABMiller: Annual Strategic Operating Practices International Conference: “Integrating TOC and LEAN with 6 Sigma.”

2004 South African Industrial Engineering Institute (SAIE Conference), “Making your Company Leaner and Meaner: How to unlock the Inherent Potential within your organization by exploiting the inherent Simplicity that governs all complex systems.

2001 Unlocking Supply Chain Opportunities Conference: “Referencing the Theory of Constraints for breakthrough and sustainable Supply Chain Improvements: Focus on the Weakest Link

## Papers Published

1. “How to identify and Unlock Inherent Potential with a Systems Approach in Organizations and Individuals”, PhD Thesis published by Da Vinci Institute, Feb 2009.
2. “The Application of Simplified Drum-Buffer-Rope (S-DBR) in Complex Manufacturing Environments.” Published October 9, 2008, ABB Management Journal, *Whitepaper for ABB*. Authors: Dr. Alan Barnard (Goldratt Research Labs), Fredrik Nordstrom (ABB) Dr. Katja Rajaniemi (ABB).
3. “Using a Simplified Theory of Constraints Approach to Achieve MORE WITH LESS, WITH LESS TIME within the Public Sector - A Case Study from Africa.” July 2008 *SAPICS 30<sup>th</sup> Annual Conference* Author: Alan Barnard.
4. “Challenging one of the basic laws of Economics.” Published in *TOCICO Conference Journal*, October 2006. Author: Alan Barnard.

5. "Finding the weakest link in the complex Afrox Industrial and special product supply chain." Published in *SAPICS Conference Journal* June 2002. Author: Alan Barnard.
6. "Achieving Fast And Reliable Deliveries With A Robust TOC Solution Simple Enough To Be Supported By Standard ERP Systems: ABB Case Study" Published in *SAPICS Conference Journal* June 2009. Author: Dr. Alan Barnard, Dr. Katja Rajaniemi (ABB), Fredrik Nordstrom (ABB).
7. "Relentless Pursuit of the Weakest Link", MMS Magazine, June 2007, Co-authored by MMS Magazine Editor and Alan Barnard.

## TOCICO Conference 2010, Las Vegas

### Call for Presentations

**Presenter:**

Dr Alan Barnard. CEO Goldratt Research Labs

**Presentation Title:**

Reducing Shortages and Surpluses in Retail with Theory of Constraints

**Presentation Abstract**

The publishing industry globally, suffering from slow growth or in some cases, even declining sales, has over the past decade, been one of the hardest hits consumer goods industries, both due to recessionary pressures and the advent of online sales channels and e-books. And when the final consumers seems to be buying less or at best want lower prices, every link in the that supply chain is under major pressure to find ways to improve or protect sales and profitability. Two significant improvement opportunities has always been to find a way to reduce the very high return rate due to surpluses within book publishing (*a typical Book Publisher have 30% - 50% returns of all books printed*) and the still unacceptably high unavailability or shortages of books customers do want to buy.

Most Book Publishers & Retailers have assumed that high returns was simply the price you pay to not lose any (significant) sales. However, not only is surpluses, but also shortages are still unacceptably high. In February 2008, the worlds largest general-interest book publisher approached Goldratt Research Labs to find out if the application of Theory of Constraints (TOC) could help reduce both surpluses and maybe also shortages.

This paper, presented by Dr Alan Barnard who is leading this research project in the USA, will share the process they followed to develop a simple yet powerful way to identify and quantify the extent, consequences and causes of surpluses and shortages within the book publishing supply chain and how TOC was used to develop and test a viable solution that is generic enough to be applied to any other consumer goods supply chain.

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