

## Alfred L. Purcell Biography

Al Purcell is President of Purcell Consulting. He is an authority on management systems and business process with special emphasis on improving business results. He is a student of Dr. Edward Deming having studied under his tutelage in the early 1980's and has served as a Malcolm Baldrige National Quality Examiner. He has extensive group facilitation experience. He has worked with a broad spectrum of organizations ranging from Hospital boards, City governments, Chambers of Commerce, Museum boards, Social Service boards, private and publicly held companies.

Purcell brings 40 years of key experience to Business Quality having spent 40 years in executive positions with Xerox Corporation.

He joined Xerox in 1964 as a member of the company's service organization. Since that time he has held many key service and sales management positions including Quality Officer for Xerox Customer Operations; Chief of Staff Service North America; Vice President, General Manager – Xerox Midwest; Vice President Customer Satisfaction & Services – Central US; Senior Vice President North America Technical Services and Senior Vice President North America Services Operations.

Purcell was an innovative contributor in his early days, assisting in the development and implementation of employee involvement and Xerox's quality strategy. In 1984 he was selected by David Kearns, Xerox's CEO, to help lead Xerox's quality effort which was key in the turn around of Xerox in the 80's and led to the achievement of the coveted Malcolm Baldrige National Quality Award.

As Senior Vice President, North America Services operations overseeing an organization of 24,000 employees and staff, he was responsible for all technical service delivery, customer on-site support and services marketing.

He is active within the community serving on a number of community boards: Heartland Health – Chairman, Albrecht-Kemper Museum of Art – Board President, St. Joseph Country Club – Board Secretary, Missouri Western State University Foundation – Chairman, Boy Scouts of America – Executive Committee Member and National Volunteer Trustees of Not For Profit Hospitals – Board Member. Al was 2010 Multiple Sclerosis Honoree for Northwest Missouri. He also serves as a mentor for young professionals within the local community.

He and his wife, Ann, reside in Easton, Missouri. They have three adult children, eight grandchildren, and eight great-grandchildren.