

EOQ Press Release

Mr. Fernando Alberto Mesquita de Melo, winner of the 2021 EOQ European Quality Leader Award



The European Organization for Quality (EOQ) celebrated on September 15, 2022, the winner of the European Quality Leader Award 2021.

The European Quality Leader (EQL) Award is granted annually by EOQ. EOQ 'Quality Leaders' are individuals who have succeeded in guiding their organizations to success for the different stakeholders through their leadership and through the change and quality improvement processes, in the broadest sense, which they have implemented directly through their teams.

The EQL Award winner for 2021, Mr. Fernando Alberto Mesquita de Melo from Portugal, is since 2018 the CEO of Amorim Cork Flooring, world leader in the production and distribution of cork floor and wall coverings. Mr. Mesquita de Melo was selected as the winner of the 2021 EQL award due to his significant achievements as quality focussed director, customer focussed team builder and award-winning team leader, investing in people, developing innovative solutions and delivering results.

After acquiring his mechanical engineer degree in Lisbon/Portugal and master degree in management development at the University of Warwick/Coventry,UK, Mr. Mesquita de Melo developed an extensive experience, occupying top managerial positions in several companies like VAGOTIR (domestic door-to-door distribution company), TNT Express Worldwide/Portugal, Groundforce/Portugal (leading ground handling company), Alliance Healthcare (leader in providing distribution services and pre-wholesaling and supporting an extensive network of independent pharmacists) and Amorim Cork Flooring.

His best achievements consist of several successfully implemented managerial actions like leading TNT Express Worldwide/Portugal to European Price Winner EFQM European Quality Award (2004), Groundforce/Portugal winning ANA Award for Service Improvement at Lisbon Airport (2009), Alliance Healthcare winning Excellence in the Workplace Award (2014) and last but not least, Amorim Cork Flooring winning the EFQM Model Recognition for Excellence 3 Stars. (December 2021).

Via LinkedIn recognition, Mr. Mesquita de Melo was nominated the Second Most CEO Influencer in Portugal (July 2021).

Referring to his main success story, with a great impact on society in Portugal, he stated it was the turnaround of Groundforce Company in two components: 1) Financial: as the company was losing 36 M€'s per year I did the turnaround to break-even point and 2) Quality of Service: in 2008 the Company was in total collapse, threatening the operation at Lisbon airport with a major impact on TAP's HUB. The situation was completely reversed, having reached service levels above 95% in multiple dimensions of the airport and air traffic operations.

Being CEO at Amorim Cork Flooring, Mr. Mesquita de Melo started this position in the middle of a turnaround process. Since then, the company achieved under his leadership the MS certification according to ISO 9001/2015, ISO 14001/2015, ISO 45001/2018, ISO 50001/1018, certification for "Investors in People" (2021), improved operational efficiency by developing and introducing daily key indicator process, cultivated culture of rigor, discipline, and ethical principles utilizing basic management principles, high rate of customer satisfaction via all business and operational improvements.



EOQ President Torolf Paulshus awarded Mr. Mesquita de Melo the 2021 European Quality Leader trophy and diploma during the online awarding session of September 15, 2022.

The European Quality Leader Award recognizes outstanding individuals who devote their time, energy and knowledge by sharing their beliefs for the benefit of the European Society. The European Organization for Quality (EOQ) includes more than 70,000 members and 500,000 companies within its member and partner organizations in Europe and worldwide. EOQ is an interdisciplinary European organization that strives to promote effective improvement in the sphere of quality management as the coordinating body and catalyst of its Member Organizations, with the goal of improving European society by promoting quality in its broadest sense.

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