

EOQ Press Release

Mr. Dag Kroslid, winner of the 2022/2023 EOQ European Quality Leader Award



The European Organization for Quality (EOQ) celebrated on June 8, 2023, the winner of the European Quality Leader Award 2022/2023.

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 2022/2023, Mr. Dag Kroslid from Norway, is the CEO of NorDan Gruppen AS, a company among Europe's leading manufacturers of windows, doors and smart accessories. Mr. Dag Kroslid was selected as the winner of the 2022/2023 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.

Mr. Dag Kroslid has a solid academic background with M.Sc. degree in Industrial Engineering and Management at Linköping University of Technology, Sweden, participation in the European Masters Program in Total Quality Management at the University of Kaiserslautern, Germany and a Ph.D. degree from Linköping University of Technology on Industrial Engineering and Management with international research on Quality Management across 12 leading nations. In 1999, Mr. Dag Kroslid started his industrial career and has developed an extensive experience, occupying managerial and top managerial positions in several companies as well as involvement in management consultant projects for international recognized companies.

His best achievements consist of several successfully implemented managerial actions like leading the work to modernizing and transforming NorDan Sweden AB into a customer focused company with clear focus on Quality and Sustainability, (2014 to 2022), establishing long term strategic cooperations with key customers, by applying customer focus and Quality Management tools, leading the operations of Norsafe AS in times of extreme growth, with a key focus on customer satisfaction and operational excellence (2011-2014), taking NorDan's Factory Moi to a high performance level through Lean and Quality Management, working closely with all employees (2004-2007).

Dag Kroslid's main professional achievements cover a wide range of areas, like publishing books on Six Sigma in several countries, becoming Factory Manager at the largest factory within the NorDan Group at the age of 32 years, project manager for the construction and establishment of factory operations in China, Brazil and Norway (as part of the COO roles at Metallkraft and Norsafe), appointed as board member of the Member Association at Swedish Institute of Quality as well as a board member of Lean Forum Bygg Sweden, and in 2022 joining the International Academy for Quality as an Academician. Throughout his career in industry and consulting, Mr. Kroslid has also distinguished himself in the way he has combined new management trends such as Sustainability and Digitalization with the strengths of Quality Management, both at a strategic and operational level. In January 2023, Mr. Kroslid was appointed CEO of NorDan Gruppen AS, a leading window and door company in Europe, headquartered in Norway with 2500 employees, sales & operations in 8 countries, 12 factories and more than 30 regional sales offices, revenues of 470 mEUR in 2022, and +10% EBITA level.

With Dag Kroslid as Managing Director, NorDan Sweden AB won several awards and prizes like "Nova Award" for sustainability and digitalization strategy by TMF (2022), "Quality Sustainability Award 2020" by IAQ, "Quality

Innovation Award" Swedish innovation award by SIQ and Vinnova (2020), "Swedish Team Excellence Award and Lennart Sandholm Prize" (2018).

Referring to key lessons learned during his professional life, Dag Kroslid mentioned among others: listen to employees and involve them actively, focus on customers and improve/develop together with them, remove variation and waste through continuous improvement, dare to innovate, begin with the end in mind, be positive and constructive.

EOQ President Torolf Paulshus awarded Mr. Dag Kroslid the 2022/2023 European Quality Leader trophy and diploma at the EQL awarding session of June 8, 2023.

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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