

BIOGRAPHY



Mark Limage

Director, Munro Associates, (UK) Ltd.

With more than 25 years of hands-on automotive program management and vehicle engineering experience, Mark Limage can also offer Munro & Associates' clients extensive expertise in the emerging principles of Lean Design[®], Quality Report Card[®] and The Product and Process Integrated Wall Process (PPIW).

Mark has worked worldwide with many clients such as EADS Airbus, BAE Systems, Bentley Motors, Rolls-Royce plc, Cummins Power Generation, JCB Construction Equipment, Northrop Grumman and Pall Corporation. He has conducted hundreds of Lean Design[®] workshops through the years and trained thousands of design and manufacturing engineers in the principles of Lean Design[®]. Mark has a hands-on, direct approach that draws out the knowledge and experience of a team to help them identify the waste in their product design and so reduce costs and increase quality for the client company.

Mark provides the Institute of Mechanical Engineers in London with a series of highly successful seminar days on the subject of lean design and also lectures on MSc courses at universities in the UK.

Prior to joining Munro & Associates, Inc., Mark had been a senior manager with BMW/Rover Group and later Bentley Motor Cars. In both companies he was responsible for organizing and implementing the lean approach within the engineering design functions. This was a wide ranging role which included leading cross-functional teams to improve the manufacturability of current and future products.

Mark gained a Bachelor of Engineering degree in 1987 from the University of Hull and went on to work on several postgraduate Science & Engineering Research Council projects focused on applying artificial intelligence techniques within CAD. He then moved the University of Warwick to take up a post as a Teaching Company Associate for two years before moving into industry.