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# MARC AMBLARD

CEO of the European Foundation for Quality Management (EFQM)

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Marc Amblard is the CEO of the European Foundation for Quality Management (EFQM), a member-based foundation established to increase the competitiveness of the European economy. EFQM offers training, assessments, recognitions and shares good practices, based on the EFQM Excellence Model, a management framework used by over 30,000 organisations. As CEO since 2012, Amblard supports organisations of all sectors and all sizes on their journey towards high performance and sustainable excellence.

Amblard joined Alstom Transport in 2007, a global leader in rail transport equipment and services. He first was Director for Business & Market Strategy. Noticing how the marketing approach lacked structure when he joined, he created a full-blown marketing department at Alstom Transport and hired experienced managers to build expertise. Between 2009 and 2010 he was VP of Business Strategy at Alstom, and he oversaw the strategic planning and marketing activities for the global business.

## Topics

- Cities
- Management
- Marketing
- Quality
- Strategy
- Transportation

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