



**David Viola**

Chief Operating Officer and  
Executive Vice President  
**The IAPMO Group**

Director Marketing and  
Communications  
**World Plumbing Council**

Dave Viola holds strategic and operational responsibility for a comprehensive array of IAPMO Group programs and services including product testing and certification, standards, training, and international projects focused on improvements to public health through sanitation and safe drinking water. He also provides leadership to IAPMO's strategic planning process and the implementation of strategic initiatives.

Dave served as a founding director for the Alliance for Water Efficiency (AWE), and currently serves as the World Plumbing Council (WPC) technical liaison to the World Health Organization (WHO), including the WHO Advisory Committee on Water Quality and the Life Course Program. Dave also chaired the American Society of Mechanical Engineers (ASME) Committee on Plumbing and served on the ASME Board of Standards.

Notably, Dave received the American Society of Sanitary Engineers Fellow Award, and works with the Bill Melinda Gates Foundation in developing an international standard for sustainable sanitation technologies for people worldwide who currently don't have access to safe, affordable sanitation.

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**Hans-Peter Kaufmann**

Chief Executive Officer  
**Suissetec**

Suissetec CEO Hans-Peter Kaufmann was born in Schaffhausen, Switzerland in 1954. After completing his Swiss schooling and training as a teacher, he spent much of the 1980s developing Canton Schaffhausen's tourism organization. He then moved to Swissair, Switzerland's national airline, where he served as Vice President International Affairs Europe & North Africa. After two further posts in the aviation sector – as a Member of the Executive Management of EuroAirport Basel-Mulhouse-Freiburg and as Chief Operating Officer of the KLM-Alps airline – he joined the Group Executive Management of Winterthur Insurance (now AXA). He was appointed CEO of Suissetec, the umbrella association of technical building contractors in Switzerland and Liechtenstein, in 2006. And he is still fascinated every day by the vast range of activities of Suissetec's 3 400 member businesses.

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**Dr Carol Grossman**

Director WELS program  
**Department of Agriculture and  
Water Resources Australia**

Carol Grossman is Director of Australia's Water Efficiency Labelling and Standards (WELS) program in the Department of Agriculture and Water Resources, a position she has held since July 2016. She has been a professional public servant for more than 10 years in water resources and land management areas.

Dr Grossman holds a PhD in Biochemistry from the University of Wisconsin. She moved from the US to Australia in 1991 to take up a research position at the Commonwealth Scientific and Industrial Research Organisation and also served as a lecturer at the Canberra Institute of Technology.



**Brett Lovett**

Senior Stakeholder Engagement  
Manager  
**Standards Australia**

Brett Lovett is a Senior Manager and leads half of Standards Australia's Stakeholder Engagement and strategic thought leadership work through the Agriculture, Energy, ICT, Manufacturing, Consumer, Education and Transport and Logistics sectors. Through Standards Australia, Brett and his team have delivered the world-first Digital Hospital Handbook, have pioneered work with APEC on the "Silver Economy" project, focusing on how standardisation can positively impact older people and their interaction with the economy, and most recently delivered an approved ISO project for an International Standard on Water Efficient Products. Brett was previously a Vice President of Citi Australia, leading Queensland's business through the transition from Banking to Wealth Management. Brett holds a Bachelor Degree in Politics from the University of Wollongong in NSW, and an MBA in Leadership and Communication from Deakin University in Victoria.

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**Martin Sawyers**

Chief Executive  
**Plumbers Gasfitters and  
Drainlayers Board New Zealand**

Martin Sawyers has been Chief Executive of the Plumbers Gasfitters and Drainlayers Board, the independent regulator for those trades in New Zealand, since September 2015. Martin is a lawyer and spent 18 years in private practice before moving to the public sector in 2009. He has held extensive governance roles in both the public and private sectors. In recent years Martin has mainly worked in the area of regulation and is a strong advocate for a pragmatic and solutions focused approach to that discipline.

During his time with the Board Martin has led the introduction of mandatory Continuing Professional Development and a number of competency initiatives, including electronic examinations and oral competency assessments for those with literacy difficulties. He has also led a project targeting restricted work being performed by those unqualified to carry that work out. This has involved the use of mobile phone apps, targeted enforcement and a highly successful public awareness campaign that incorporates a diverse cultural audience.

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**B.S.A. Narayan**

National Vice President  
**Indian Plumbing Association**

Director Community and  
Economic Development  
**World Plumbing Council**

B.S.A. Narayan is the Managing Director of an engineering consultancy responsible for designing MEP services for various projects. He was nominated to the Bureau of Indian Standards (BIS), for the Government of India in the year 2004 for revising and rewriting the National Building Code of India (NBC) and served as the Chairman for the Plumbing Division of NBC.

Narayan is one of the founding members of the Indian Plumbing Association (IPA), a non-profit organisation founded in 1993, and is its National Vice-President. He is also the Convener of the IPA's Technical Committee (TC) responsible for bringing out codes and standards in plumbing, water efficient fixtures, swimming pools and solar energy codes and continues to work with BIS India in revision of various codes and standards.

Narayan currently serves the World Plumbing Council (WPC) as Director for Community and Economic Development. In 2007, the IPA conferred its prestigious Lifetime Achievement Award for Excellence in the plumbing profession.



**Shirley Dewi**

Senior Vice President of Quality Assurance and Client Services  
**IAPMO R&T**

Shirley Dewi is the Senior Vice President of Quality Assurance and Client Services for IAPMO R&T. She is responsible for maintaining accreditations for IAPMO, including overseeing the operations of ISO Management Systems Registration Services and the operations of Indonesia facility. She is based in IAPMO's world headquarters in Ontario, Calif., USA. Prior to joining IAPMO in 2007, Dewi was the Quality Manager for Bericap North America. She has been in quality-assurance industry for more than 17 years and in the third-party conformity assessment industry for more than 10 years.

Dewi is one of IAPMO's key staff members in the Water for Indonesia Now (WIN) Project, an effort supported by the United States Agency for International Development (US AID) and the International Trade Administration (ITA) to promote plumbing system standardization to ensure safe water delivery for Indonesian citizens. She is also one of the expert sources in the development of SNI 8153:2015 (Plumbing Systems for Buildings).

Dewi earned her business management degree from California State Polytechnic University Pomona in 1998. She is the liaison for IAPMO with various accreditation bodies and government agencies, such as the American National Standards Institute (ANSI), Standards Council of Canada (SCC), Entidad Mexicana de Acreditación (EMA), ANSI-ASQ National Accreditation Board (ANAB), Komite Akreditasi Nasional (KAN), U.S. Environmental Protection Agency WaterSense program, U.S. Environmental Agency Energy Star program, the city of Los Angeles and the state of Florida. She also serves as the voting member on the American National Standards Institute (ANSI) Accreditation Committee.

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**Jose Madrigal**

Director of Continuous Compliance  
**IAPMO R&T**

Jose Madrigal is the Director of Continuous Compliance at IAPMO R&T. He is responsible for overseeing the inspection operations for all certifications offered by IAPMO R&T and its affiliated companies. Based in IAPMO's world headquarters, he joined the IAPMO group in 2006 as a Product Certification Engineer and has been a member of the Continuous Compliance team for the last 9 years. Prior to joining IAPMO, Madrigal was a Project Engineer for the Building Materials department at SGS US Testing. He obtained his Mechanical Engineering degree from California Polytechnic State University, San Luis Obispo in 2003. He also holds various training certifications, including, but not limited to the following international standards ISO/IEC 17025, ISO/IEC 17020, and ISO 9001.

Madrigal who was born and raised in Tijuana, Mexico, understands the complexities and challenges of product certification in Mexico. With his extensive background in product certification and knowledge of Mexican market, he is appointed as the IAPMO's key member to oversee the Mexico certification Program for IAPMO R&T.

Madrigal is currently serving as the Vice President of the Accredited Bodies Committee for CONAGUA (C.O.A in Spanish). C.O.A. is a committee developed by the Mexican Water Commission (CONAGUA) who are tasked to develop and oversee the guidelines and activities of all accredited bodies performing conformity assessment activities under the jurisdiction of CONAGUA Official Mexican Standards (NOM). Madrigal also represents IAPMO R&T as one of selected few certification bodies invited by the Ministry of Environment and Natural



## SPEAKER PROFILES – FOUR PILLARS OF PLUMBING (PRODUCTS) FORUM

Resources (SEMARNAT) to participate in the Comité Consultivo Nacional de Normalización Sector Agua (CCNNSA). CCNNSA is the committee established by SEMARNAT with responsibility to develop and enforce Mexican federal regulations related to water resources.

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**Lee Mercer**

Executive Vice President of  
Industry Relations and Business  
Development  
**The IAPMO Group**

Lee Mercer is the Executive Vice President of Industry Relations and Business Develop for the IAPMO Group. He is responsible for the strategic development and implementation of programs and activities to support the ongoing growth and development of the IAPMO Group Business Units.

Mercer has over 35 years of years of comprehensive experience in the plumbing product industry with increasing responsibility in product design, research and development, health, safety and product compliance. He possesses a working knowledge of a wide spectrum of manufacturing processes and testing requirements utilized in the manufacture of plumbing and filtration products. He also has a thorough knowledge of federal, state and local plumbing product installation requirements in the United States and Canada and has worked closely with Industry and various Government agencies throughout the development and implementation of both state and federal regulatory initiatives relating to water conservation and lead in drinking water. Prior to joining IAPMO Mr. Mercer was the Director of Product Compliance with Moen Incorporated, where he finished with 30 years of service.

Mr. Mercer is a member of the American Society of Mechanical Engineers (ASME) A112 Standards Committee on Plumbing Materials and Equipment and has also served on numerous plumbing product performance standard committees and task groups with ASME, the American Society of Sanitary Engineers (ASSE), CSA International, NSF International and IAPMO. He is a Past President and member of the board of directors for the Plumbing Manufacturers International and had served as chair of the Universal Conformity Assessment and Government Affairs Committees.