

SPEAKER BIOGRAPHY

William Doig
Quality Director
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William Doig is an international automotive quality leader with extensive experience across OEMs and global Tier 1 suppliers. Since 2023, he has led the transformation of Data Driven Customer Quality, advancing the use of data, technology, and cross-functional collaboration to strengthen customer satisfaction and business performance. His career spans quality and engineering, including manufacturing and field quality management, workshop diagnostic systems development, ECU diagnostic standards, and data-driven quality methods. William is passionate about connecting quality leadership to achieve measurable business outcomes and creating value for end customers through innovation and collaboration. He holds a degree in Electrical and Electronic Engineering from Glasgow Caledonian University.