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Migdalis Morales: key member of QBS

By ALBA FIGUEROA

For the past 17 years Quality for Business Success Inc. (QBS) has been helping companies in Puerto Rico put their best foot forward. QBS, based in San Juan, focuses on strategic planning, organizational design, educational training, culture transformation and market competitiveness intelligence research.

“My entrepreneurial spirit and business owner mentality, along with my husband, father, and colleagues are what and whom influenced me to enter this business,” states Migdalis Morales vice-president of finance, comptroller, and cofounder of QBS. At first entering the business was a bit of a challenge for Morales. She had to learn how to balance family, work, and customer satisfaction as well as how to respond in real time and absorb a lot of pressure. But what she admits she likes best about her line of work is gaining recognition in the research consulting market from her customers and the competition.

She also enjoys the fast-paced intensity and challenges of her career. “Promoting and coping with changes and transformations while doing quality work means doing things right the first time, all the time,” pointed out Morales. Her colleagues consider her a key member of the company’s brain trust. Morales encourages women to be studious, creative and innovative because in the future women will dominate the market.

According to Morales, with experience in so many areas the company has grown and is taking advantage of the \$15 million a year industry. Morales said that it takes creativity, innovation, and passion to succeed in this business as well as competence, ethics, and faith.

Throughout the years QBS has added different services to better equip its clients’ companies and families alike. Some of the services are the Emotional Intelligence Institute, the QBS University of the Family, psychometric testing and Experiential Learning on board a schooner. The QBS website states, “On board a sailing ship, experience occurs in the context of a close and well-defined society. As a member of the crew, a student quickly learns that success depends on teamwork, and that teamwork depends on mutual trust and respect.”

QBS has recently opened an office in Coral Gables, Fla.