



Interfaces

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

Contributors

To cite this article:

(2009) Contributors. Interfaces 39(2):179-180. <https://doi.org/10.1287/inte.1090.0440>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

Copyright © 2009, INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes. For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

Contributors

Gordon H. Bell is president of LucidView, a consulting firm specializing in the application of experimental design within retail, direct marketing, and Internet programs. Bridging the gap between academic concepts and real-world marketing programs, he consults with industry leaders to share cutting-edge techniques, increase marketing effectiveness, and drive sales growth through more efficient “scientific marketing.”

Youssef Boulaksil has been a PhD student of operations management at the Eindhoven University of Technology since January 2006. Prior to that, he obtained a M.Sc. degree in industrial engineering and management science from the same university. In his PhD project, he focuses on supply chain planning and outsourcing in the pharmaceutical industry.

John C. Butler is a clinical associate professor of finance in the McCombs School of Business at the University of Texas at Austin. His research focuses on decision-support models, with an emphasis on decision and risk analysis models involving multiple performance criteria. He is also the Associate Director of the Center for Energy Finance Education and Research at the McCombs School of Business and is the Secretary/Treasurer for the Decision Analysis Society of INFORMS.

James S. Dyer holds the Fondren Centennial Chair in Business at the McCombs School of Business of the University of Texas at Austin. He is a former chair of the Decision Analysis Society of INFORMS. He received the Frank P. Ramsey Award for outstanding career achievements from the Decision Analysis Society of INFORMS in 2002. His research and teaching interests include risk management and capital budgeting.

Patrik Flisberg has a PhD in operations research from Linköping University, Sweden. He is working as an

operations research consultant, focusing on developing decision-support systems based on optimization for industrial applications. At the time of the project, he was working as a researcher at Linköping University.

Philip Hans Franses is Professor of Marketing Research and Professor of Econometrics, both at the Erasmus School of Economics. He regularly publishes in international journals on forecasting, marketing research, and applied econometrics. At present he serves as the Dean of the Erasmus School of Economics.

Dries Goossens is a postdoctoral researcher, supported by the Research Foundation—Flanders Fund, and linked to the Operations Research and Statistics (ORSTAT) research group within the business and economics faculty of Katholieke Universiteit Leuven. He obtained a PhD degree in applied economics at Katholieke Universiteit Leuven in 2006 with a thesis titled “Exact Methods for Combinatorial Auctions.”

Rick Hesse is Professor and Department Chair of Decision Sciences and Marketing at Pepperdine University, and has taught also in the engineering and business schools of the University of Southern California, San Diego State University, West Point, Wake Forest University, Georgia Institute of Technology, and Mercer. He has been working with computers for 45 years and spreadsheets for 25 years. He has won national recognition as a teacher, and has published his work in *Interfaces*, *Operations Research*, *Decision Sciences*, *FORESIGHT*, and other journals, as well as numerous articles on spreadsheets in *Decision Line*. He has written several textbooks and consulted for many companies.

Leon S. Lasdon has been a professor in the Information, Risk, and Operations Management Department at the McCombs School of Business at the University of Texas at Austin since 1977. He now holds the David

Bruton Jr. Chair in Business Decision Support Systems. He is a member of the UT Center for Petroleum Asset Risk Management (CPARM). His research interests include nonlinear programming algorithms, software and applications, and large-scale systems optimization. He is the author of several widely used nonlinear optimization codes, is a co-developer of the Microsoft Excel Solver, and has published over 120 journal articles and three books.

Johannes Ledolter is the C. Maxwell Stanley Professor of Management Sciences at the University of Iowa and a professor of statistics at the Vienna University of Economics and Business Administration. He earned graduate degrees in statistics from the University of Wisconsin. He is the author of several books and many papers on time-series analysis and forecasting, and on the application of statistical methods in business and engineering.

Leslie T. Maiman Jr. is the Executive Director of the Diocesan Fiscal Management Conference, having previously served as chancellor and finance officer for the Catholic Diocese of San Angelo, Texas. He holds a BA in philosophy from Saint Louis University, an MBA from the University of Texas at Austin, an M.T.S. from the University of Dallas, and is currently a final-year doctoral student at the Catholic University of America.

Stefan Nilsson has a M.Sc. in chemical engineering and is a manager of the paper lab at Billerud Skärblacka. At the time of the project, he worked with process development at Billerud Skärblacka.

Mikael Rönnqvist is a professor in management science at the Norwegian School of Economics and Business Administration. His research focuses on supply chain management, routing, scheduling, process control, and transportation. He has been involved in the

forest product industry and is interested in developing decision-support systems based on operations research for various industrial applications.

Deborah Hesse Scerno has spent over six years on the restoration of the Everglades—the last four years as a Parsons member of the Everglades Partners Joint Venture. Her work includes the utilization, structure, and metadata collection for an extensive document database, for which spreadsheets are used as a data entry mechanism. She enjoyed working with her father on this paper and is looking forward to other family ventures with her son and husband.

Frits Spieksma is a professor at the Operations Research and Statistics (ORSTAT) research group within the business and economics faculty at Katholieke Universiteit Leuven since 2001. He earned a PhD degree in operations research from Maastricht University in 1992 with a thesis titled “Assignment and Scheduling Algorithms in Automated Manufacturing.” He was a visiting scholar at the University of British Columbia in 1992 and worked in the mathematics department at Maastricht University from 1992–2001.

Arthur J. Swersey is a professor of operations research at the Yale School of Management. He has a BS degree from the Massachusetts Institute of Technology and MS and D.Eng.Sci. degrees from Columbia University in the City of New York. He is a corecipient of the NATO Systems Science Prize and twice a finalist in the International Edelman Prize Competition for Management Science Achievement. He is coauthor (with Johannes Ledolter) of the text *Testing 1 – 2 – 3: Experimental Design with Applications in Marketing and Service Operations* (Stanford University Press, 2007).