



**INFORMS Roundtable Spring Meeting Agenda  
April 14-15, 2012  
Hyatt Regency Huntington Beach  
Huntington Beach, CA**

**THEME: “Roundtable Companies”**

**Saturday, April 14, 2012**

***5:30PM Reception – Fountain Ballroom***

***6:30 PM President’s Welcome and Roundtable Introductions – Huntington North***

***7:00 PM Recognition of SASOL, Roundtable Member and 2011 INFORMS Prize Winner (Marlize Meyer) – Huntington North***

Operations Research at Sasol (The 2011 INFORMS Prize Winner)

Authors: Marlize Meyer, Michele Fisher, Diki Langley, Hylton Robinson etc

Abstract

For 60 years, Sasol has demonstrated innovation in the energy and chemicals sectors in South Africa and around the world. Sasol’s success requires that complex operations be managed across value chains, business units and sites. We use advanced analytics to improve decision making and impact the bottom-line. Marlize will summarise Sasol’s OR journey and showcase examples that were key elements our INFORMS Prize nomination package.

The prize package included

- Stochastic Modelling of production, refining and blending of fuels. This project was an Edelman finalist.

- Group Energy Linear Programme to balance energy between purchases, generation, utilization and sales in complex, regulated markets.
- Process Modelling of the Liquid Factory Value Chain for effective decision support.
- Global Tank Planning to recommend storage capacities, distribution hubs and global inventory management policies.
- Human Resources decision support to forecast staff profiles for talent and diversity management.

Marlize Meyer holds a BSc in Chemistry, a BSc (Hons) in Computer Science and an MSc in Operations Research from the North-West University of South Africa. Marlize was also a lecturer at the North-West University in Probability Theory and Simulation. She has worked in various departments in Sasol for the last twenty one years and was a founding member of the company's Decision Support group. She pioneered Stochastic Operations Modelling in Sasol and has guided this work from humble beginnings to international reputation. She is a Franz Edelman Laureate, Tom Rozwadowski Medal recipient and member of Sasol Chief Executive's Team of the Year, Sasol Technology's Customer Support Team of the Year in 2010 and Sasol Technology's Operations Team of the Year in 2011. The Operations Research Society of South Africa recently awarded her a Category II Recognition Award for her single, outstanding achievement on the practice of Operations Research at national level. Being passionate about the practice of Operations Research, her aim has always been to add sustainable value with Operations Research tools and in doing this; she has played a key role in building Operations Research capacity at Sasol.

**7:30 PM**

***Recognition of AIMMS (Paragon), Roundtable Member and participant on 2011 Edelman Prize winning team (Gertjan De Lange) – Huntington North***

Abstract

Quality of decision making at TNT Express involved tremendously with the introduction of Operations Research. From scratch, in six years time, we realized €207 million savings, built an extensive suite of optimization solutions, -established Communities of Practice and a learning environment where TNT and WFP employees are trained in deploying optimization. OR is now part of TNT's DNA.

Gertjan de Lange is a member of the leadership team of Paragon Decision Technology. Gertjan has been with Paragon since 1995 and worked with many different customers and partner in different roles to enable the successful use of AIMMS\_optimization technology. In 2006, he started the Seattle office (currently located in Bellevue, WA) and currently resides in Haarlem, the Netherlands, where he manages global sales & marketing. In addition, Gertjan is responsible for Product Strategy and works closely with the customers and Paragon's R&D and professional services department to define and tune the roadmap of AIMMS.

**Sunday, April 15, 2012**

**7:00 AM**      ***Continental Breakfast – Huntington Terrace***

**8:00 AM**      ***Session 1: John Gunckel – FedEx – Huntington North***

Advanced Analytics at FedEx – Structure, Tools, and Applications

FedEx Corporation provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$41 billion, the company offers integrated business applications through operating companies that make up the FedEx brand. Advanced analytics has been an integral part of the strategic decision making process at FedEx for over 30 years. Starting with a core group in the late 1970s, advanced analytics has made significant contributions to the strategic direction of FedEx. This was due to value created by the analytics team and recognition by senior management that quantitative decision making provides a competitive advantage. This presentation will provide an overview of advanced analytics structure, tools, and applications.

John Gunckel is currently the Managing Director of Business Analytics and Operations Research at FedEx Express where he is responsible for domestic long range network design, operational forecasting, productivity planning, and modeling. He joined Federal Express in 1983 as a senior engineer in the industrial engineering department. Prior to Federal Express, John worked for McDonnell Douglas and International Harvester modeling operational problems. John holds an MBA from the University of Memphis and a M.S. in Industrial & Systems Engineering from the University of Florida.

**8:45 AM**      ***10 Minute Break***

**8:55 AM**      ***Session 2: Bill Thoet – Booz Allen Hamilton– Huntington North***

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Today, Booz Allen is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. In the commercial sector, the firm focuses on leveraging its existing expertise for clients in the financial services, healthcare, and energy markets, and to international clients in the

Middle East. Booz Allen has over 5000 staff in their Analytics Capability Team supporting clients across their entire business base. This presentation will describe the Booz Allen Analytics business structure and highlight some key client assignments.

Bill Thoet is a Senior Vice President who serves as the Capability Development Officer for Decision Analytics. He is responsible for managing a team of over 2000 staff focused on leveraging financial analysis and operations research to help Booz Allen's clients make more informed decisions about programs, acquisitions, and missions. Bill joined Booz Allen in 1989 and has worked in modeling, simulation and war gaming for clients in the Department of Defense, Intelligence Agencies, Federal agencies, and commercial firms in projects ranging from HIV/ AIDS Planning in India to Sensor to Shooter analysis for the DoD. Prior to Booz Allen, Bill worked as a contractor for the US Naval Research laboratory in the area of communication protocol design and simulation. Bill holds a B.E. Electrical Engineering and a M.S. in Computer Science from Stevens Institute of Technology.

**9:40 AM**      **10 Minute Break**

**9:50 AM**      **Special Session: What does the Roundtable Think? – Huntington North  
Facilitated by Stefan Karisch and Jeff Winters**

*The Roundtable is comprised of leaders of the OR/MS industry. This will be a session to discuss important issues facing the Roundtable, INFORMS and the OR/MS industry. The goal of this session is to provide a highly interactive and interesting discussion.*

*Topics will include the following:*

- 1) Open Source Software – Pros and cons of using*
- 2) Hire or Contract OR Talent?*
  - a. What skill sets do you look for when adding staff?*
  - b. Where do you find talent?*
  - c. How much experience is too much experience?*
- 3) Build or buy in-house OR tools (solvers, etc.)*

**12:00**      **Lunch - – Huntington Terrace**

**1:15 PM**      **Session 3: Doug Meiser – The Kroger Company– Huntington North**

The Kroger Co. is one of the nation's largest grocery retailers, with fiscal 2011 sales of \$90.4 billion. The Kroger Co. employs 338,000 full-time and part-time associates and a majority of the Company's store employees are

covered by collective bargaining agreements. The company operates 2460 supermarkets across 31 states under many different banners. In addition to supermarkets, Kroger operates 1000+ supermarket fuel centers, 784 convenience stores, 361 fine jewelry stores (ranked as the third largest fine jewelry retailer in the nation based on store count), 40 manufacturing plants (20 of which are dairies, 2 ice cream plants, 2 cheese plants, 10 bakeries, and 2 meat plants) which manufacture 40% of the Corporate Brand products. The supermarket divisions typically stock approximately 11,000 corporate brand items per store. In 2010, 27% of Kroger's grocery sales came from its own brands. Kroger is the fifth-largest pharmacy operator in the United States (when counting the number of locations), and in 2010 Kroger pharmacists filled over 139 million prescriptions at a retail value of approximately \$6.9 billion. Over several years, Kroger has accumulated a substantial volume of customer data through the loyalty cards. In markets where Kroger operates, 85% of the households hold one of the shopper cards. The key to unlocking that insight and creating value for the Company has been a partnership in May 2003 with a firm called dunnhumby (partnership called dunnhumbyUSA). Kroger's logistics network includes 34 distribution centers, and in 2010, traveled 300M miles using 8,600 trailers (90% Kroger owned), and 2500 tractors (55% Kroger owned).

This presentation will describe the Operations Research work conducted at The Kroger Co.

Doug Meiser joined The Kroger Co. in 2004 as he started the MBA program at Northern Kentucky University. He started at The Kroger Co. as a forecasting system administrator. In 2007, Doug transitioned to Research and Development to lead the development and growth of the Operations Research team. Since that time, the team has worked and implemented projects in facility layouts at the stores, distribution centers, and manufacturing plants, along with many efforts in Research and Development, inventory optimization, staff scheduling, and strategic supply chain analysis. Doug completed his MBA in 2008, and before joining The Kroger Co. completed his B.S. in Mathematics and Physics from Northern Kentucky University.

**2:00 PM**      **10 Minute Break**

**2:10 PM**      **Session 4: Thomas Olavson and James Miller – Google– Huntington North**

Google operates one of the world's largest and most powerful cloud computing infrastructures. Optimizing that infrastructure requires analytics to support supply chain planning, server and infrastructure capacity planning, network planning, and machine lifecycle management. Jim and Thomas will discuss the role of OR at Google and in technical infrastructure planning in particular, as well as experiences in building OR capabilities at Amazon, Intel, Cisco, HP, and Google.

James (Jim) R. Miller  
Vice President, Worldwide Operations  
Google Inc.

Jim Miller is vice president of Supply Chain Operations at Google. In this role, he has responsibility for global operations, planning, supply chain and new product introduction for Google's IT infrastructure.

Prior to joining Google in 2010, Jim worked with leading companies in electronics, networking, clean tech and communications technology, manufacturing and consumer services. His expertise in supply chain, both management and consulting, was honed at Amazon.com, Cisco, First Solar, Sanmina-SCI Corporation, IBM Corporation, Intel and Sierra Crest Consulting.

Jim has a bachelor's degree in aerospace engineering from Purdue University, and master's degrees in mechanical engineering and management from the Massachusetts Institute of Technology.

Jim serves on the advisory boards of a number of West Coast clean tech and supply chain software start-ups and the Leadership Council of the Corporate Eco Forum. He is also on the Industrial Advisory Board of Purdue University's School of Aeronautical and Astronautical Engineering, where he is a recipient of the Outstanding Aerospace Engineer Award.

Thomas Olavson

Thomas Olavson is director of the Operations Decision Support group at Google. His team provides model-based decision support for Google's cloud infrastructure and supply chain planning. He was previously director of HP's Strategic Planning and Modeling team, an Informs Prize and Edelman Award winning team. Thomas received his Ph.D. in Management Science & Engineering from Stanford University in 2001.

**2:55 PM**      ***10 Minute Break***

**3:05 PM**      ***Roundtable Business Meeting – Jonathan Owen– Huntington North***

**An update from 2012 Roundtable President Jonathan Owen, including the status of Roundtable’s Voice on INFORMS Strategic Analytics Committee**

**3:50 PM**      ***Session with INFORMS President-Elect Anne Robinson– Huntington North***

**Tuesday, April 17, 2012**

**6:30PM**      ***Informal Networking Dinner (Dutch Treat)***

**The Dutch Treat Dinner will be held at:**

The Californian  
21500 Pacific Coast Highway  
Huntington Beach, CA 92648  
Phone: (714) 698-1234  
<http://www.hyatt.com/hyatt/images/hotels/hunrh/CAMenuDinnerUpdated.pdf>

**Participants should meet in the hotel lobby at 6:15p.m.**