



**INFORMS Roundtable Spring Meeting Agenda**  
**April 9-10, 2016**  
**Hyatt Regency Grand Cyprus**  
**Orlando, FL**  
**THEME: “Roundtable Companies”**

**Saturday, April 9, 2016**

**2:00PM**      *Outing – Escapology - Meet in the hotel lobby at 1:15pm*

<https://www.escapology.com/orlando/about/>

**6:30PM**      *Reception*

*Magnolia AB*

**Sunday, April 10, 2016**

**7:00 AM**      *Continental Breakfast*

*Cyprus BC*

**8:00 AM**      *Session 1: Jennifer Rausch - Jeppesen*

*Cyprus BC*

For more than 80 years, Jeppesen has made it possible for pilots and their passengers to safely and efficiently reach their destinations. Today, this pioneering spirit continues as Jeppesen delivers transformative information and optimization solutions to improve the efficiency of air and sea operations around the globe. Jeppesen is a Boeing subsidiary and part of the Digital Aviation business unit within Boeing Commercial Aviation Services. Boeing offers the industry’s largest portfolio of support and services solutions, providing customers a competitive advantage by solving real operational problems, enabling better decisions, maximizing efficiency and improving environmental performance – intelligent information solutions across the entire aviation ecosystem. We will highlight the role of Operations Research in the Digital Aviation business and provide an overview of some of the analytics being developed by our team for the management of internal Jeppesen business problems.

**Jennifer Rausch**

Jennifer Rausch has been a member of the Operations Research and Analytics team at Jeppesen for the past five years, and has led the team since 2012. Her team provides internal analytics across the Jeppesen enterprise, including strategic decision making, pricing analytics, and production planning. Prior to joining Jeppesen, Jennifer worked for almost 10 years in defense



In addition, he was the Navy's 2003 Federal Executive Fellow with the Massachusetts Institute of Technology Security Studies program.

**9:45 AM**      **Break**

**10:00 AM**      **Special Session: What does the Roundtable Think?**      **Cyprus BC**

**12:00**      **Lunch**      **Cyprus BC**

**1:00 PM**      **Session 3: Tim Merkle - Steelcase**      **Cyprus BC**

The Advanced Analytics Team at Steelcase is designed to bring new enhanced capabilities to the decisions made by empowering decision makers through more effective use of data. Implementing strategies for use of structured and unstructured data allow the team to mine "Big Data" in order to predict, forecast, simulate and optimize processes for improved decision making across the enterprise. Partnering with functional business leaders to create dynamic partnerships to increase revenue and reduce costs, we strive to improve analytical capabilities throughout the global company; creating irreversible momentum on applications of math and science in decision making.

Tim will share perspectives on the analytics journey to develop and execute successful advanced analytics initiatives across the Steelcase enterprise.

### **Tim Merkle, MS, PMP**

Tim leads the Global Advanced Analytics Team at Steelcase, Inc. based in Grand Rapids, Michigan. He is responsible for managing the Advanced Analytics Program, personnel, technology, and driving successful predictive and prescriptive analytics projects to deliver value through data-driven insights. Tim also oversees the University Outreach & Internship Program bridging the gap between industry and academia. Prior to joining Steelcase, he served as a Captain in the United States Marine Corps. During his nine years of active service, he held positions as a Logistics Operations Officer and Operations Research Analyst. A combat veteran, he completed three combat tours, as a platoon commander and staff officer, in Iraq and Afghanistan before joining Steelcase. He graduated with honors from the Naval Postgraduate School in Monterey, California with a Master's of Science in Operations Research and also holds a Bachelor of Science in Business from Miami University in Oxford, Ohio. Tim serves as a Steelcase representative to the International Institute for Analytics (IIA) and Institute for Operations Research and the Management Sciences (INFORMS) Roundtable, where he also serves as Treasurer on the Roundtable Board of Directors.

**1:45 PM**      **Break**

**2:00 PM      Session 4: Margery Connor - Chevron****Cyprus BC**

The objective of the newly formed Modeling and Analytics Center of Excellence at Chevron is to deliver differentiated analysis to solve complicated and high impact business challenges, enable advanced analytics in business units and functions, and grow capabilities across the company. The team has two components: Emerging Data Analytics team which is currently working on implementing big data technologies and establishing standardized tools and training to grow the organizational capability, and the Data Science Analytics Consulting team which is delivering data science and consulting to business units and functions across Chevron.

While Chevron has a long history of applying operations research and advanced analytics in pockets of the company, we are now very much focused on the enterprise value of applying advanced analytics. As the leader of this new Center of Excellence, Margery will share the journey to date, lessons learned, and next steps in these turbulent times for the energy industry.

**Margery Connor**

Margery has applied her proficiency, professional focus and analytics capabilities to address many business problems and bring significant value to Chevron over her 28+ year career at Chevron. Her tools include optimization (e.g., linear programming and genetic algorithms) techniques, discrete event simulation, data mining, and decision analysis. The business challenges she has worked on include:

- Identifying bottlenecks in various parts of Chevron's supply chain, including refineries, transportation modes, and transshipment points.
- Building models to validate valuation/cost realization of a number of potential mergers and acquisitions.
- Developing strategic staffing models to determine if Chevron has sufficient organizational capability resources to meet our Business Plan
- Providing decision analysis for major projects in IT.
- Managing strategic research program which scans and accesses the evolving area of advanced modeling to identify new technologies that will increase Chevron's ability to make sense of highly complex data.

In her current role, she is leading the new Modeling and Analytics Center of Excellence in IT.

Prior to joining Chevron in 1987, Margery worked for US Sprint in the Network Design group. Margery received her BS, Systems Engineering, from the University of Virginia and her MS, Operations Research, from University of California, Berkeley, CA. Margery became an Edelman Academy member in 2013. She was appointed a Chevron Fellow in 2013. Margery serves as Chevron's representative on the INFORMS Roundtable.

**2:45 PM      Break**

