

SEMINAR SERIES
Department of Quantitative Analysis and Operations Management
University of Cincinnati

The Center for Business Optimization - Creating a Start-Up Within IBM

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In spite of some spectacular successes, operations research, mathematical optimization and advanced analytical tools have not yet enjoyed broad penetration in the business world. The Center for Business Optimization was launched in January, 2005 with the goals of remedying this, as well as significantly expanding the range of client problems that can be tackled. I will discuss the creation of the CBO as well as results obtained to date as we create a start up company within the IBM framework. I will also discuss the challenges of exploiting the power of the BlueGene/L supercomputer in this context.

William R. Pulleyblank is the Vice President, Center for Business Optimization, within IBM's Business and Consulting Services. The CBO is leading the development and deployment of high powered optimization and analytic capabilities to improve the business performance of IBM's clients and customers. Prior to this, he was Director of Exploratory System Servers in IBM's Research Division and the Director of the IBM Deep Computing Institute. In this capacity he was responsible for leading IBM activity in applications of high end computing and in the creation of BlueGene/L, a massive 130,000 processor super computer, since November 2004, ranked as the most powerful supercomputer in the world. He has also served as the Research relationship executive responsible for the Financial Services sector in IBM, the Utility and Energy Services industry, and for the Business Intelligence group. He was Director of Mathematical Sciences in IBM Research from 1995 to 2000. Before joining IBM Research in 1990, Dr. Pulleyblank was the holder of the Canadian Pacific Rail/NSERC Chair of Optimization and Computer Applications at the University of Waterloo. Dr. Pulleyblank's personal research interests are in Operations Research, Combinatorial Optimization and Applications of Optimization. In addition to writing a number of scientific papers and books, he has consulted for several companies including: Mobil Oil on helicopter routing, Marks and Spencer on depot management, Statistics Canada on survey validation and CP Rail on train scheduling. He has served on several boards, including the Advisory Committee of the Division of Mathematics & Physical Sciences of the National Science Foundation, iCORE Board of Directors, the Science Advisory Board of the National Institute of Aerospace, and the Scientific Advisory Panel of The Fields Institute for Research in Mathematical Sciences. In addition, he serves on the editorial boards of a number of journals.

For more information about the QAOM Seminar Series, contact david.kelton@uc.edu.
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