



## ISRC Seminar

Jointly Hosted with **Center for Quality and Productivity (CQP)**

### ***“The Convergence of Business and Science: Modern Thinking in Corporate Strategy”***

By George E. Danner, Principal Industrial Scientist  
Readiness & Best Practices LLC / ReadyBP

8:30 am – noon, Wednesday, October 24, 2007  
(Registration starts at 7:30 am with continental breakfast)  
Gateway Center, University of North Texas, Denton, TX

Contact Andrea Black, ISRC Office Manager, at [black@unt.edu](mailto:black@unt.edu) or 940-565-3128 to register.  
Visit [www.unt.edu/isrc](http://www.unt.edu/isrc) for more information about the seminar and the ISRC.

### **Seminar Overview**

Science has had a four century head start over business in the solutions to complex problems. It makes sense to look to science and scientific methods for the sources of practices for the complex business world that we face every day. In fact, this trend has already begun – we can see numerous examples of science creeping into business application, from firms as diverse as *NetFlix*, *Marriott*, and *Shell*.

The seminar will narrow the topic to the application of computer simulation to business problems, which has spawned a whole new way of thinking about corporate strategy. The speaker will punctuate his remarks with several actual case studies of successful simulations, and conclude with a treatise on “tools for the practitioner” – useful guidelines when thinking about the integration of business and science.

The speaker will be showing several examples from client firms. These include *Southwest Airlines*, *BP*, *Anadarko Petroleum*, *the US Navy*, *Target Stores*, *Hess Corporation*, *Shell Nigeria*, and *Sun Microsystems*. In each case, He will explain the business problem then proceed to show the simulation.

### **Agenda**

Topics covered include several key concepts and themes:

- Industry trends that have given rise to the use of analytical models
- Best practice in model building
- The “art” of the science: visualization of simulations and data
- What’s ahead: the future of business simulation

### **About the Speaker**

George E. Danner is the Principal Industrial Scientist for ReadyBP. His primary emphasis is development of simulation models for clients. His particular specialty lies in agent-based simulation modeling, Monte Carlo simulation, System Dynamics, Game Theory, and Real Options. George has more than 20 years of experience in business analytics and simulation. Mr. Danner’s roles include founder of the Industrial Science consultancy, and leader in the US National Strategy Practice of Arthur Andersen Business Consulting. He has extensive experience in corporate strategy, including both operational and financial analysis, with a specialty in upstream and downstream oil and gas. Mr. Danner has a M.S. in Management from the Massachusetts Institute of Technology and a B.S. Mechanical Engineering, Texas A&M University.