

# 2016 POLICY COUNCIL

## MEET THE OFFICERS AND MEMBERS OF THE POLICY COUNCIL

The Policy Council is the governing body of the System Dynamics Society. It sets policies, issues directives, and monitors the work of officers and other activities under way or planned. It meets as specified in the bylaws and may hold additional electronic discussions and votes throughout the year as needed. It reviews and approves the budget and acts on nominations. Officers and members are nominated by the Nominating Committee and approved by the Policy Council. For more information on the Policy Council please visit the Governance page on the Society's website.



### **Étienne A. J. A. Rouwette – President (2016)**

Étienne Rouwette holds a position as associate professor at the Methodology Department of the Nijmegen School of Management, Radboud University Nijmegen, in the Netherlands. He lectures on empirical research methods and group decision support methods such as facilitated modeling, multiple scenario development, Electronic Meeting Systems, and gaming simulation in bachelor, master, and post doctorate modules at Radboud University and Loughborough University. His research focuses on group decision making and the impact of decision support methods on interaction, cognition, and behavior. Étienne is the coordinator of the Nijmegen School of Management's decision rooms: the Decision lab and VISA skills lab. He currently supervises PhD researchers involved in modeling health care, housing, and energy issues, information exchange in groups, and the impact of modeling on cognition.



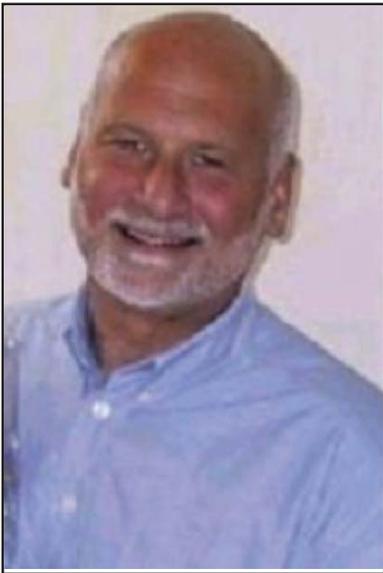
### **Leonard Malczynski – President Elect (2016)**

Leonard Malczynski is a Principal Member of the Technical Staff at Sandia National Laboratories. Len is also a former US Peace Corps volunteer and has worked in more than 10 countries in Africa, Asia, and the Caribbean applying and teaching software engineering and System Dynamics. He served as the conference chair for the 27th International Conference of the System Dynamics Society. His current work involves modeling workforce issues, food-water constraints, and adoption of photovoltaic technology. His research interests are in model mechanics and best practices. He is the group coordinator of the Powersim Tools international user group on Yahoo. He was an adjunct professor in software engineering and microeconomics for 26 years. He holds a Bachelor degree in Forestry, MS in Agricultural Economics, MA in economic theory, MBA, and a graduate certificate in System Dynamics.



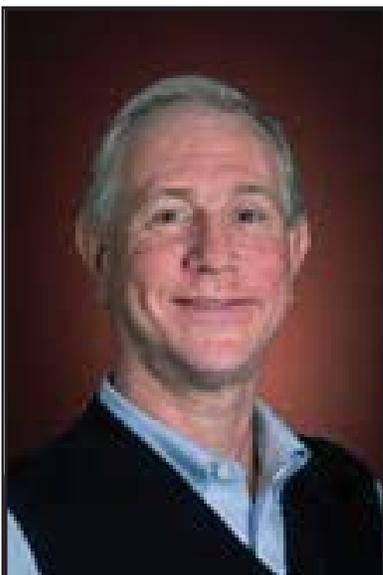
### **Jürgen Strohhecker – Past President (2016)**

Jürgen Strohhecker is professor for operations and cost management at the Frankfurt School of Finance and Management, Germany. He teaches courses in System Dynamics, production and operations management, supply chain management, and management accounting. His research interests include complex dynamic decision making, behavioral operations management, behavioral accounting and production control. He is a longstanding member of the System Dynamics Society, and a member of the Nominating Committee. From 2006 to 2014, he served as member of the management board of the German Chapter (Deutsche Gesellschaft for System Dynamics e.V.), and from 2010 to 2014 as president.



### **Pål Davidsen – Vice President Publications (2015-2017)**

President 2003, local chair for the 2000 conference, and program chair for both the 2002 and 2014 conferences. Professor of System Dynamics, Department of Geography, University of Bergen, Norway (Associate Professor since 1983, Full Professor since 1991). Visiting scholar at the System Dynamics Group, MIT (1985 and 1990/91). Head of research at the Center for Educational Software Development, State College of Karlstad, Sweden (1987- 92). Founder and coordinator of the Masters and PhD Programme in System Dynamics at the University of Bergen. Member of the Educational board of the European Program in System Dynamics. In his research, Prof. Davidsen focuses on how to understand and manage complex, dynamic systems and on theories, methods, techniques and tools (software) to: identify the structural foundations of systems behavior with an emphasis on knowledge elicitation, analysis, and abstraction (distillation); identify appropriate ways to govern systems by developing effective and efficient structural policies, well balanced in the form of a strategies; identify appropriate ways to implement policies and strategies through individual and organizational learning and by using System Dynamics as a foundation for information Systems Development.



### **Brad Morrison – Secretary (2015-2016)**

Brad Morrison is an Associate Professor of Management, Brandeis International Business School; Senior Lecturer, MIT Sloan School of Management and Engineering Systems Division; current System Dynamics Society Secretary. Brad teaches System Dynamics, operations management, and organizational behavior. For the System Dynamics Society, he has served on the Policy Council, Awards Committee, Administrative Committee, and Applications Award Committee; as the Chair of the Organization and By-Laws Committee; and as Secretary of the Society for three terms. He has served as a Thread Chair, Conference Reviewer, Session Chair, Session Reporter and ad hoc reviewer for the *System Dynamics Review*. In 2012, he was awarded the Jay Wright Forrester Award for his work on dynamic problem solving. Brad has published System Dynamics articles in the *Academy of Management Review*, the *American Medical Journal*, *Academic Emergency Medicine*, *Journal of Business Research*, and the *System Dynamics Review*. Before academia, he was partner at a leading global management consulting firm and has more than 15 years of consulting experience. He holds a PhD in Management from the Sloan School of Management at MIT, an MBA from the University of Chicago Booth School of Business, and undergraduate degrees in Chemistry and Management Science from MIT.



### **Martin Schaffernicht – Vice President Chapter Activities (2014-2016)**

Martin Schaffernicht is associate professor at the college of business administration University of Talca in Chile. Born and raised in Germany, he was originally trained as an economist (Freiburg, 1990), then worked in France as a research engineer for rural banking projects and obtained a PhD in Management in 2012 (Montpellier, France.) The PhD deals with management cybernetics. Martin moved towards Systems Dynamics as a way to design decision rules and has been a member of the System Dynamic Society since 2003. His research evolves around the question, how mapping and simulation modeling influence mental models in feedback-driven management and planning situations. His teaching at the undergraduate and graduate level includes System Dynamics in combination with business strategy and with introductory economics. He has also authored a Spanish textbook for System Dynamics. Inside the System Dynamics Society, he has served as president of the Latin-American Chapter, founding editor of the *Revista de Dinámica de Sistemas*, president of the Economics Chapter and is currently Vice-President Chapter Activities on the Policy Council.



### **Robert L. Eberlein – Vice President Electronic Presence (2015-2017)**

Robert Eberlein, PhD, is a researcher, teacher, and consultant with expertise in addressing social, economic, and business issues using the techniques of System Dynamics. He is the Co-President of isee Systems and a consultant. He has done significant work on population aging and health with the Duke-NUS Graduate Medical School in Singapore. He holds the post of Adjunct Assistant Professor at Worcester Polytechnic Institute where he teaches a graduate course on advanced model analysis techniques. He has consulted to organizations in a range of industries including pharmaceuticals, aerospace, telecommunications, information technology, retail and the military. He was the original developer of the Threshold 21 model now widely used for policy studies in developing countries. Robert holds a PhD from the Sloan School of Management at MIT with specialization in Applied Economics and System Dynamics and has served as an officer of the System Dynamics Society for 25 years. He was, through 2010, the primary developer of Vensim, one of the predominant software tools in System Dynamics, and has delivered a number of customized software solutions actively used in managing business processes.



### **David F. Andersen – Vice President Finance (2014-2016)**

David Andersen is Distinguished Service Professor of Public Administration, Public Policy, and Information Science at the Rockefeller College, University at Albany. His work centers on applying System Dynamics, systems thinking, and information technology approaches to problems in the public, not-for-profit, and private sectors. He has served as a technical consultant to public and not-for-profit agencies in the federal, state, and local sectors as well as corporate clients in North America and Europe. Professor Andersen is co-author of *Introduction to Computer Simulation: The System Dynamics Modeling Approach* (winner of the Forrester Award in 1983) and *Government Information Management* as well as over 80 journal articles, book chapters, monographs, and edited volumes. He holds a PhD in Management from MIT's Sloan School (1977) with a specialization in System Dynamics as well as an AB in Mathematics and Urban Studies from Dartmouth College (1970).



### **Peter Hovmand – Vice President Marketing & Communications (2016-2018)**

Peter Hovmand, PhD, is the founding director of the Brown School's Social System Design Lab. He has a BS in electrical engineering and BA in mathematics from Bucknell University. He received his masters in social work with a clinical concentration and interdisciplinary social science doctorate in social work and community psychology from Michigan State University. Dr. Hovmand's research and practice focus on using participatory group model building methods to involve communities and other stakeholders in the process of understanding systems and designing solutions using System Dynamics models and computer simulations with a specific emphasis on promoting social justice. The approach is described in *Community Based System Dynamics* (Springer, 2013). Application areas include early child and maternal health, childhood obesity, energetics and cancer, mental health, domestic violence, child welfare, household economic security, structural racism, educational equity, K-12 education, and the implementation and scale-up of health innovations. His research has been funded by the NSF, NIH, CDC, Robert Wood Johnson Foundation, and Substance Abuse & Mental Health Services Administration.



### **Erik Pruyt – Vice President Meetings (2016-2018)**

Erik Pruyt is an Assistant Professor of System Dynamics and Policy Analysis at the Faculty of Technology, Policy and Management at Delft University of Technology, the Netherlands, where he teaches System Dynamics to about 250 students per year and supervises many BSc, MSc and PhD students in System Dynamics as well as in Exploratory Modeling and Analysis. More than 100 of his System Dynamics teaching cases are available online through his free e-book *Small System Dynamics Models for Big Issues*. Eric was one of the founders of the BeNeLux Chapter and organized several BeNeLux Chapter conferences. He also presided over the Health Policy SIG and is one of the Health Policy Thread co-chairs. He is one of the local organizers of the International System Dynamics conference in 2014 and 2016. His methodological research focuses on developing methods and techniques for dealing with dynamically complex and deeply uncertain policy issues. His applied research interests include (but are not limited to) health policy, energy and environmental policy, safety and security, and public policy in general.



### **Özge Pala – Vice President Membership (2015-2017)**

Özge Pala is an assistant professor of management and strategy at the College of Administrative Sciences and Economics, Koç University, Istanbul, Turkey. She holds a PhD from Nijmegen University, the Netherlands. Her research focuses on modeling and analysis of escalation of commitment and other information search biases. Her teaching interests include organizational behavior and behavioral decision making. Özge has been active in the System Dynamics Society for the past 15 years. In 2013, she co-organized the European System Dynamics Workshop in Istanbul. She was one of the founders of the Student Chapter and co-organized the first PhD Colloquia.



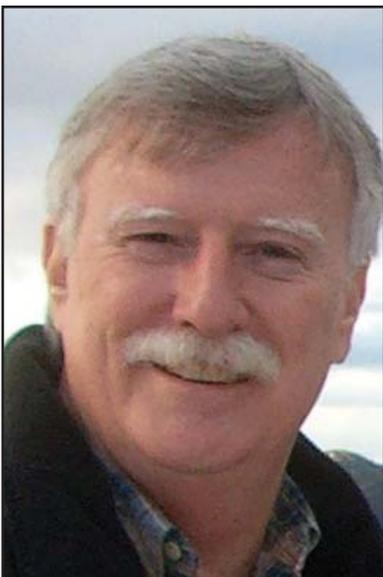
### **Kenneth G. Cooper – Vice President Professional Practice (2016-2018)**

Mr. Cooper is Chairman and CEO of Cooper Human Systems, applying System Dynamics modeling to biological systems. He also founded and led Cooper Associates, a management consulting firm applying simulation modeling to hundreds of commercial projects. Prior to founding Cooper Associates, Ken led development of the consulting firm Pugh-Roberts Associates (President), and PA Consulting, (Managing Partner). He has directed more than 300 model-based consulting engagements for corporate and government clients, and has published extensively on the business use of simulation modeling. He developed “the Rework Cycle” and pioneered the use of System Dynamics in project management. His clients have included senior executives of Fluor Corporation, Raytheon, Boeing, MasterCard, Northrop Grumman, Ford, IBM, and more. The System Dynamics Society selected his recent work (with Gregory Lee) as winner of the Society’s Applications Award for 2009-2010. Ken is a two-time Edelman laureate, most recently in the 2011 global competition to recognize the world’s best applications of management science. The Franz Edelman Award is the premiere award in that field; the competition is conducted by the Institute for Operations Research and Management Science (INFORMS). He holds a BS from MIT (1972) and an MA from Boston University (1975).



### **Elke Husemann – Policy Council (2014-2016)**

Elke Husemann was Program Co-chair at the International System Dynamics Conference in St Gallen, Switzerland in 2012. She is a recipient of the Jay Wright Forrester Award 2007 for the article *Steering Away from Scylla, Falling into Charybdis: The Importance of Recognising, Simulating and Challenging Reinforcing Loops in Social Systems* and of the Operational Research Society’s President’s Medal 2014 for the application of systems modelling approaches in the child protection sector in England.



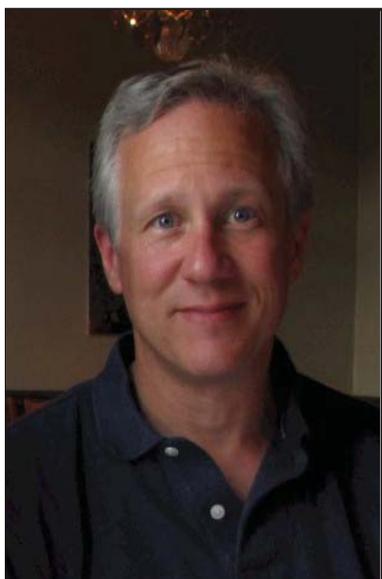
### **David Wheat – Policy Council (2014-2016)**

David Wheat is an associate professor of System Dynamics at the University of Bergen in Norway, where he teaches courses in the modeling process, and policy design and implementation. His research focuses on demographic and economic issues, plus policy design research aimed at improving the methodology of System Dynamics modeling. Wheat is also visiting professor of economics at ISM University of Management and Economics in Lithuania and adjunct professor of economics at Virginia Western College in the United States. He is past-president of the Economics Chapter of the International System Dynamics Society, and has conducted guest lectures in Africa, Europe, and North and South America. For three decades, he was president of Wheat Resources Inc, a management consulting firm serving business and government clients. He received his PhD in System Dynamics at the University of Bergen, his master’s degree in public policy from Harvard University, and his bachelor’s degree in political science at Texas Tech University. During the 1970s, he served at the White House as staff assistant to the President of the United States.



### **Jim Duggan – Policy Council (2014-2016)**

Dr. Jim Duggan is a Senior Lecturer in the College of Engineering and Informatics at the National University of Ireland, Galway. He lectures on systems modeling and simulation, and also teaches courses in computer science and software design. His research focuses on multi-method approaches for decision support, using System Dynamics, data science, and artificial intelligence techniques. He collaborates on a broad range of public health and environment projects, including: participatory surveillance, digital disease detection, design of mHealth interventions to support patient behavior change, and the use of machine learning methods for marine decision support systems. Dr. Duggan is an Associate Editor for the *System Dynamics Review*, was co-guest editor for the *SDR* Virtual Issue on *Methods for Identifying Structural Dominance*, and has previously acted as co-chair of the Methodology Thread at the International Conference of the System Dynamics Society.



### **Warren Farr – Policy Council (2014-2016)**

Currently CEO of Refrigeration Sales Corporation (RSC), a privately owned midwest WholeServer™ of heating, ventilating, air conditioning, and refrigeration equipment, parts, and supplies. During his employment at RSC, Warren completed a Master in Science degree at WPI, specializing in System Dynamics. Prior to joining RSC, Warren held various product design and sales positions in the then young and growing computer networking industry. During this time he obtained an MBA from the Fuqua School of Business at Duke University. Prior to designing computer networks, Warren was software engineer at MITRE Corporation designing military command, control, and communication systems. Warren's Bachelor of Science degree is in computers and physics from Duke University. Throughout his life, he has been fascinated by designing and operating complex systems. System Dynamics provides a useful and satisfying way of describing and analyzing these systems. Warren enjoys the peer group provided by being a member of the International System Dynamics Society and its Policy Council.



### **Gönenç Yücel – Policy Council (2015-2017)**

Associate Professor, Bogazici University, Turkey. System Dynamics Society member for ten years. Active in the Energy SIG, and co-chaired the Model Analysis SIG between 2011 and 2015. Organized the PhD Colloquium in 2009. Gönenç Yücel received his BS and MS degrees in industrial engineering from Bogaziçi University in 2000 and 2004, respectively. After earning his PhD degree in Policy Analysis from Delft University of Technology, he joined Bogaziçi University Industrial Engineering Department as a faculty member in 2011. In general, Gönenç has been focusing on simulation methodology, and simulation-supported policy analysis in his research, utilizing agent-based, as well as System Dynamics models. He has been offering graduate level courses on System Dynamics and model-supported policy analysis. For more information: [www.gyucel.net](http://www.gyucel.net).



### **Stefano Armenia – Policy Council (2015-2017)**

Senior Research Fellow at the “Sapienza” University of Rome, Stefano Armenia was born in Rome, Italy, in 1971 and had his degree in IT Engineering at University of Rome La Sapienza in 1998. From 2001 to 2008 he worked for the Dept. of Enterprise Engineering at the University of Rome “Tor Vergata”, where he received his PhD in Economical and Managerial Engineering and a Master degree in Business Engineering. He started his collaboration as a research fellow with Sapienza University in 2008, where he has been participating and coordinating many national and international research projects. He is the current President of SYDIC (the System Dynamics Italian Chapter, the Italian branch of the International System Dynamics Society), and has his research focus on the analysis of the impacts of new technologies and IT systems on organizational processes, as well as on the analysis of strategies/policies impacts of private and public organizations. His research and publications have mainly dealt with the analysis of complex systems dynamics in many fields, from logistics and transportation to innovative finance and technological innovation, to policy modeling and impact assessment.



### **Özge Karanfil – Policy Council (2015-2017)**

PhD candidate and teaching assistant in Management Science – System Dynamics Group at MIT Sloan School of Management. Current and past academic interests include dynamic modeling for policy analysis, integrating public health research with complex systems science and modeling, physiologically oriented disease modeling, medical decision analysis, dynamics of obesity and body weight, applications of the System Dynamics methodology, network analysis, and creation of interactive learning platforms. For more info: [www.linkedin.com/in/ozgekaranfil](http://www.linkedin.com/in/ozgekaranfil).



### **Yutaka Takahashi– Policy Council (2016-2018)**

Yutaka Takahashi, PhD, is a professor of computer simulation at the School of Commerce, Senshu University in Japan. He teaches System Dynamics in two undergraduate schools; at Senshu University and Gakushuin University, both in Tokyo. Yutaka also teaches a graduate school course at the Graduate School of Commerce, Senshu University. His expertise includes System Dynamics application to business and political issues, System Dynamics methodology research, and issues concerning information use in organizations. Dr. Takahashi serves as a Thread Co-Chair of the International Conference of the System Dynamics Society 2015 and as a Conference Reviewer. He is a board member of Japan Chapter of the System Dynamics Society and was a Chapter Representative. In 2014, he held the roles of the Vice Chair of the Program Committee and the Organization Committee of Asia-Pacific System Dynamics Conference, held in Tokyo. He contributes to publishing SDM-Doc’s Japanese Language version. In addition to academic activities, he is also a member of the Public Procurement Audit Committee of Ministry of Health, Labor, and Welfare, Japan, and serves as the Dean of International Academic Affairs, International Center, Senshu University.



### **Sharon Els – Policy Council (2016-2018)**

Sharon has specialized in business modeling and simulation for over twenty years. At PA Consulting Group her client work has included: analyzing market change and evolution, optimizing corporate resource allocation, and improving development project performance. She has advised corporate executives and government leaders on complex strategy, policy, and program challenges at a number of technology, aerospace, finance, healthcare, and government organizations. Sharon holds a Bachelor's degree in Civil Engineering from MIT, and an Master's of Business Administration from MIT's Sloan School.



### **Diana Fisher – Policy Council (2016-2018)**

Ms. Fisher is a PhD candidate in System Science at PSU. She is the recipient of the Lifetime Achievement award, bestowed by the System Dynamics Society, the Presidential Award for Excellence in Teaching, and first place recipient of Intel's Innovation in Teaching Award. She has taught System Dynamics (SD) modeling, both as part of her algebra, pre-calculus, and calculus classes, and also a year-long SD modeling course for over 20 years. She has provided System Dynamics modeling workshops for math and science teachers, sponsored by NASA, as well as designing and directing two National Science Foundation Projects where she taught SD modeling lessons for math, science, and social science teachers, serving as the lead Principal Investigator. Ms. Fisher has published two books in System Dynamics: *Lessons in Mathematics: A Dynamic Approach* and *Modeling Dynamic Systems: Lessons for a First Course*. Her first two degrees are in Mathematics. She teaches Environmental Math Modeling, using System Dynamics, each spring at PSU, and offers a sequence of three online SD courses (with graduate credit option) each summer: Introduction to System Dynamics Modeling for Math and Science Instructors: Basic Models, More Advanced Models, Creating Original Models from the News.



### **Rebecca Niles – Policy Council (2016-2018)**

Rebecca Niles is President of Leverage Networks (a hub for all things systems that is building upon the intellectual property of the former Pegasus Communications), a Senior Facilitator of Systems Strategy for ReThink Health (an organization that is leading health system innovation by bringing regional leaders together around a System Dynamics model for health policy), and a partner at the Systems Thinking Collaborative. She brings 20+ years of entrepreneurial and systems consulting expertise including work at Monitor Company and GKA. Client engagements have included systems training, causal mapping, simulation facilitation, and computer modeling. Issues addressed include employee retention, health system strategy, sustainability, economic growth in Nigeria, platinum refining efficiency, product defect reduction, drug discovery strategy, teacher absenteeism, and nuclear power catastrophes and reporting, among others. Her expertise is in live, collaborative model building and making complex challenges clearer. Rebecca received her BS in Civil Engineering from MIT and an MBA from the MIT Sloan School of Management. While at MIT, she spent three years under the supervision of Jay Forrester developing curriculums for K-12 educations and studied System Dynamics under John Sterman.



### **Raafat Zaini – Policy Council (2016-2017)\***

Raafat is a PhD candidate in System Dynamics and organization studies at Worcester Polytechnic Institute (WPI). His research interest is in the area of organizational dynamics and innovation sustainability with a focus on R&D organizations and higher education institutions. His current work involves the analysis and dynamic modeling of startup research universities strategies, and investigating the role of dissent in organizational health. He won the Graduate Innovation Exchange Award for Phd research in social science and business at WPI in 2013 and 2014. While pursuing his PhD, Raafat has worked as a researcher at the MIT Sociotechnical Systems Research Center and currently consults for the Advance Management Group. He served as a co-chair of the System Dynamics Society Business Special Interest Group 2013-15. He is currently the president of WPI System Dynamics club. Raafat has a bachelor degree in mechanical engineering from KFUPM in Dhahran Saudi Arabia, and a master degree in aeronautical and industrial engineering from Purdue University. He spent 20 years in the industry where he held technical and managerial positions before joining WPI in July 2011. \**Partial term.*

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### **Assistant Vice Presidents:**

**Assistant Vice President Chapter Activities:** Stefano Armenia

**Assistant Vice President Electronic Presence:** Onur Özgün

**Assistant Vice President Finance:** Eliot Rich

**Assistant Vice President Meetings:** Özge Karanfil

**Assistant Vice President Secretary:** Ross Collins

**Assistant Vice President Membership:** Burak Guneralp