

Marshall Fisher is the UPS Professor of Operations, Information and Decisions at the Wharton School of the University of Pennsylvania and co-director of the Fishman-Davidson Center for Service and Operations Management.

He holds an SB degree in electrical engineering, an MBA, and a PhD in operations research, all from MIT. Dr. Fisher joined the faculty of the Wharton School in 1975. Prior to that he was a systems engineer in the Boston Manufacturing and Distribution Sales office of IBM and on the faculty of the University of Chicago Graduate School of Business. He has also held visiting positions in the Department of Operations Research of Cornell University, the Graduate School of Management, Delft, The Netherlands, Shanghai Jiao Tong University and Harvard Business School. He served as president of the Institute of Management Science during 1988-89 and of the Production and Operations Management Society during 2010-11. He has also held numerous advisory positions, including the MIT Sloan School of Management Visit Committee, 2006-09 and the Harvard Business School Visit Committee, 2006-12.

Dr. Fisher's research during his 35-year career has focused on supply chain management, with a varying emphasis that has included private truck fleet scheduling, supply chain management for hard to predict fashion products and a scientific approach to retailing. He is the co-author (with Ananth Raman) of *The New Science of Retailing*, 2010, Harvard Business Press.

Dr. Fisher has been a consultant to many Fortune 500 companies, including Advance Auto Parts, Air Products and Chemicals, Albert Heijn, Bertelsmann Music Group, Bulgari, Campbell Soup, Dupont, Experticity, Exxon, Frito Lay, General Motors, IBM, Jo-Ann Fabric and Craft Stores, Kronos, Lutron, Motorola, Nike, Nokia, Scott Paper, Spencer Gifts and Spiegel, Inc., to name a few.

In 1981, he co-founded Distribution Analysis, Research and Technology, Inc., a company that provided private truck fleet optimization software based on his research to major clients such as Frito Lay, Exxon and Anheuser Busch. He served as Chairman until its merger with Manugistics Inc. in 1990.

In 2000, Dr. Fisher co-founded 4R Systems, Inc., a company that provides assortment and inventory services to numerous large retailers. He continues to serve as Chairman of 4R Systems.

His research has been recognized by numerous awards, including the 1977 Lanchester prize for the best paper in operations research in that year, the 1983 Edelman Prize from the Institute of Management Science for the best application of management science in that year, the E. Grosvenor Plowman Award from the Council of Logistics Management for contributions to logistics, the 1995, 1996, 1997, 1998 and 1999 Wharton School MBA Core Curriculum Cluster Award for teaching excellence, the 2006 Philip McCord Morse Lectureship and the 2007 George E. Kimball Medal, in recognition of distinguished service to the profession of operations research and the management sciences. He is a member of the National Academy of Engineering, listed in Who's Who in the World, and a Fellow of the Institute for Operations Research and the Management Sciences, the Production and Operations Management Society, and the Manufacturing and Service Operations Management Society. In 2004, his paper "The Lagrangian Relaxation Method for Solving Integer Programming Problems" published in *Management Science* in 1981 was voted by the membership of the Institute for Operations Research and Management Science as one of the ten most influential papers published in *Management Science* during its 50-year history. The paper Marshall Fisher, "What is the Right Supply Chain for Your Product?" Harvard Business Review, March/April 1997 is one of HBR's 50 best selling articles and the paper Marshall Fisher, Santiago Gallino Serguei, Netessine, "Retailers Are Squandering Their Most Potent Weapons," Harvard Business Review, Jan-Feb 2019 was one of HBR's Top 25 most popular articles 2019.