



# Applications of Optimization 2015

Best Practice and Challenges

Industriens Hus — May 5th, 2015

## Program

The tentative program for AOO2015, which will take place on May 5th, 2015, is as follows:

09:00-10:00	Registration and refreshments
10:00-10:05	Welcome
10:05-10:50	<p><b>Frédéric Gardi</b> <i>Vice President Products — Innovation 24 &amp; LocalSolver</i> <b>LocalSolver: a mathematical optimization solver based on neighborhood search</b></p> <p>SHOW ABSTRACT</p>
10:55-11:40	<p><b>John Hansen</b> <i>Independent consultant and founder of Project2 ApS — Project2</i> <b>Process Mining - Data-driven Process Analysis</b></p> <p>SHOW ABSTRACT</p>
11:45-13:00	Lunch — provided by Industriens Hus
13:00-13:45	<p><b>Laurent Perron</b> <i>Software Engineer — Google</i> <b>Optimization at Google</b></p> <p>SHOW ABSTRACT</p>
13:50-14:35	<p><b>Christian Plum</b> <i>Analytics Expert — Maersk Line</i> <b>What makes OR projects successful?</b></p> <p>SHOW ABSTRACT</p>
14:40-15:10	Coffee & networking
15:10-15:55	<b>Peder Wikström</b>

*Consultant – Peder Wikström Skogsanalys AB*  
**“TIMBHA” – A new software for optimal harvest scheduling and road upgrading that anyone can use**

SHOW ABSTRACT

16:00-16:35

**Stephen Hall**  
*Tech Sale for IBM Decisions Optimisation – IBM*  
**What it takes to make a decision based on data**

SHOW ABSTRACT

16:40-16:45

Closing