

William B. Rouse

Institutional Performance Portfolio

Bill Rouse is the Executive Director of the Tennenbaum Institute at the Georgia Institute of Technology. He is also a professor in the College of Computing and School of Industrial and Systems Engineering. His research focuses on understanding and managing complex public-private systems such as healthcare and defense, with emphasis on mathematical and computational modeling of these systems for the purpose of policy design and analysis.

Rouse has written hundreds of articles and book chapters, and has authored many books, including most recently *People and Organizations: Explorations of Human-Centered Design* (Wiley, 2007), *Essential Challenges of Strategic Management* (Wiley, 2001) and the award-winning *Don't Jump to Solutions* (Jossey-Bass, 1998).

He is editor of *Enterprise Transformation: Understanding and Enabling Fundamental Change* (Wiley, 2006), co-editor of *Organizational Simulation: From Modeling & Simulation to Games & Entertainment* (Wiley, 2005), co-editor of the best-selling *Handbook of Systems Engineering and Management* (Wiley, 1999, 2009), and editor of the eight-volume series *Human/Technology Interaction in Complex Systems* (Elsevier).

Among many advisory roles, he has served as Chair of the Committee on Human Factors of the National Research Council, a member of the U.S. Air Force Scientific Advisory Board, and a member of the DoD Senior Advisory Group on Modeling and Simulation. Rouse is a member of the National Academy of Engineering, as well as a fellow of four professional societies -- Institute of Electrical and Electronics Engineers (IEEE), the International Council on Systems Engineering (INCOSE), the Institute for Operations Research and Management Science (INFORMS), and the Human Factors and Ergonomics Society (HFES).

