Steve Sashihara

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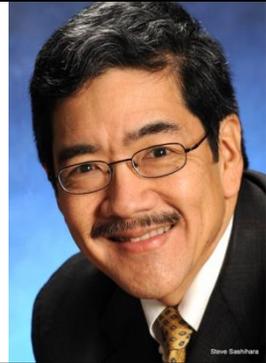
Steve Sashihara is the CEO of Princeton Consultants Inc (www.princeton.com), which specializes in a unique blend of information technology and management consulting. While many firms today provide both services, they invariably do so with separate staffs: typically, computer scientists for IT and M.B.A.s for management consulting. At Princeton Consultants, the same staff members are responsible for both software and process design, which the firm believes are inextricably linked. More than one third of the firm's professional staff holds a Ph.D.

Consulting Magazine has written: "when consulting firms say they hire only the best and brightest, they are usually engaging in a bit of hyperbole. Not so with Princeton Consultants." Princeton Consultants' project work has been called "revolutionary" in The *Wall Street Journal*.

Steve is a director of the Association of Management Consulting Firms (AMCF) and has served in a variety of leadership roles, including cochairman, the association's highest elected office. As an active leader in the AMCF, Steve has spoken at and moderated dozens of events with top leaders of other consulting firms.

Steve leads his firm's Optimization practice—transforming businesses by designing and installing software that makes tangible recommendations for action. Princeton Consultants has distinguished itself as an innovator in the field, with its Optimization managing the real-time scheduling of the global NetJets fleet, the layout of *The Wall Street Journal*, and trading for high-frequency hedge funds.

Steve is the author of "The Optimization Edge: Reinventing Decision Making to Maximize All Your Company's Assets" (McGraw Hill: 2011), the first non-technical book to explain Optimization to the busy business executive (www.optimizationedge.com). It has been reviewed by *Forbes*, *Investor's Business Daily*, and *Consulting Magazine* and in 2012 it was named by *The Washington Post* as one of its Top 5 Leadership Books.

Steve graduated in 1980 from Princeton University with a degree in philosophy. He serves on the advisory council for the university's department of Operations Research and Financial Engineering (ORFE). Steve also serves as an officer for the INFORMS Roundtable, a group representing top-level leaders in applied optimization for large businesses (Roundtable.informs.org).