

**PROFESSOR JAMES S. DYER, Ph.D.**

**The Fondren Centennial Chair in Business**

**McCombs School of Business**

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**Education**

B.A. with honors, Phi Beta Kappa, in physics (1965), minors in mathematics and philosophy,  
The University of Texas at Austin

Ph.D. in business administration (1969), major field in statistics and minor fields in quantitative  
methods and management, The University of Texas at Austin

**Academic Experience**

Dr. Dyer has been a professor at a major university since receiving his degree from graduate  
school in 1969. His academic experiences include the following:

- A member of the faculty of the McCombs School of Business since 1978, he served on the faculty of the University of California, Los Angeles for nine years, before returning to The University of Texas. In spring 1999 he was the Philip J. Rust Professor of Business at the Darden School of Business at the University of Virginia.
- He served as chair of the Department of Management Science and Information Systems at The University of Texas for nine years (1988-97). This department offers the second-ranked "Techno-MBA" program in the United States. The Techno-MBA program is an MBA specialization in information management that prepares leaders in the application of information technology to business problems. The department also offers the third-ranked undergraduate program in management information systems.
- Dr. Dyer teaches courses on risk analysis and investment science in the MBA and Ph.D. programs at The University of Texas. He also teaches in The University of Texas Executive MBA programs offered in Dallas and Mexico City, and in the Master of Science program in Science and Technology Commercialization offered by the IC2 Institute.
- He has offered executive education programs in a number of cities in the United States, as well as in Australia, New Zealand, Singapore, Columbia, Ivory Coast, Mexico, England, Kuwait, and Angola.

- He served as chair of the Decision Analysis Special Interest Group of the Operations Research Society of America (now known as INFORMS). This group has a membership of over 500 academics and practitioners in the fields of risk analysis and investment science. He is the Area Editor for Decision Analysis for the journal Operations Research.
- He has published three books and more than sixty articles on risk analysis and investment science. His current research is funded by a grant from the National Science Foundation. He received the College of Business Administration Foundation Advisory Council Award for Outstanding Research Contributions in 1999.

### **Consulting Experience**

Dr. Dyer has consulted with a number of organizations regarding the application of risk analysis and investment science tools to a variety of practical problems. His consulting experiences include the following:

- For the Jet Propulsion Laboratory, he designed the decision process and performed the analysis used by NASA to select the trajectories for the Voyager Spacecraft. These two spacecraft successfully accomplished their mission of gathering scientific information regarding Saturn, Jupiter, and their moons.
- For Amoco Oil Company, he provided consultation on the evaluation of alternatives for a new merchandising strategy for point-of-purchase sales at company-owned service stations. A paper describing this application was a finalist in the competition for the Management Science Achievement Award.
- For Texas Instruments, he provided consultation regarding the development of risk analysis software for the personal computer. This was the first use of a graphical interface to support risk analysis decisions. The software, known as Arborist, was marketed successfully for a number of years.
- For Central Power & Light, he provided testimonies as an expert witness before the Public Utility Commission of Texas on several occasions regarding the construction and management of the South Texas Nuclear Project. Preparation for these testimonies required the review of the minutes of the Board of Directors of the company for almost two decades, as well as reviews of numerous technical and engineering studies regarding the economic viability of the project.
- For Amoco, he developed a decision support system to allocate geologists and geophysicists to oil and gas prospects. This system combined economic factors with considerations of competition, technical viability, and synergy with other Amoco exploration activities.
- For the Lower Colorado River Authority, he implemented a decision support system on a PC to evaluate natural gas contracts. The underlying model used a scenario optimization procedure based on market forecasts of gas prices and forecasts of the demand for electric power. A similar model was developed to assist in the evaluation of coal supply contracts.

- For Central and South West Utilities, he provided testimony as an expert witness regarding its valuation of El Paso Electric Company during merger negotiations. He also evaluated the risks and expected returns associated with the decision of El Paso Electric Company to sell and lease-back its interest in the Palo Verde Nuclear Project.
- For Schlumberger, he provided consultation for one of their subsidiaries, Geco-Prakla Marine, regarding the development of a corporate risk policy, methods for modeling uncertainty, and viewing the firm as a portfolio of risky projects.
- For Entergy, Inc., he provided testimony as an expert witness regarding the decision of the holding company to outsource various services provided to subsidiaries. A major focus of this investigation was the issue of outsourcing their information systems services.
- For Central Power & Light, he provided testimony as an expert witness in two recent cases that were reviewed by the Public Utility Commission of Texas. In both cases, he critically reviewed the business risks associated with the applications of companies for Certificates of Convenience and Necessity that would allow them to operate as electric utility companies. These reviews assessed the risks associated with their respective business organizations, business plans, and business core competencies.
- For GPU Industries, he provided consultation for the company's risk management committee to develop a risk policy that could be used as a guide for hedging the costs of purchasing electric power.
- For the Department of Energy (DOE), he directed a team of professionals who provided an evaluation of alternatives for the disposition of surplus weapons-usable plutonium. The results supported the DOE recommendation regarding this policy issue announced in 1997. He is currently a member of an advisory committee of the European Union that is supporting the application of his evaluation model by Russian scientists. The model is being used to guide the nuclear power and nonproliferation policies of the Russian Federation.

### **Personal Information and Activities**

- Married with two sons. His wife, Kakky, is a real estate agent in Austin. One of his sons is an attorney with Vinson & Elkins in Austin, and the other is in the financial information services group at EDS in Plano.
- He enjoys jogging, hunting, and spectator sports, including UT football.