

**PROFESSOR JOHN J. DONOVAN OF MIT;** CHAIRMAN OF THE BOARD, CAMBRIDGE INSTITUTE FOR INFORMATION SYSTEMS; CHAIRMAN OF THE BOARD, INSTITUTE FOR MEDICAL INFORMATION SERVICES. PROFESSOR JOHN DONOVAN has a unique education, a Ph.D. in Information Sciences from Yale where he also studied linguistics, mathematics, engineering, and medicine, followed by a post-doctoral fellowship from MIT. Professor Donovan has been on the faculty of management science at the Sloan School of Management since 1973 where he has taught in all programs including the Senior Executive, Sloan Fellows, and Masters programs. He is an entrepreneur and founder of several successful companies including Cambridge Institute for Information Systems, International Computation Inc., and Institute for Medical Information Services Inc., all predicated on the use of technology in solving business problems. He has numerous awards, including the Tufts Medical School Commendation for outstanding contributions to medicine and the David Schultz Award for excellence in teaching at MIT. Included in John's other past professional activities are his appointment as member, Presidential Advisory Commission on USSR/USA Technology; national lecturer, Association for Computing Machines; Assistant Clinical Professor of Pediatrics at Tufts Medical School from 1973 to 1981, Director of the Center for Birth Defects, New England Medical Center, and five years as Associate Professor of Electrical Engineering, MIT. John has authored some 44 professional publications and has published five books including *Systems Programming*, *Software Projects*, and *Operating Systems* which has been published in six languages.

**DEAN GRAHAM T. ALLISON** of Harvard is Professor and Dean of the Kennedy School of Government at Harvard University, educated with a BA from Oxford University and an AB and Ph.D. from Harvard University. His industrial experience includes Director of Getty Oil Company. He continues to build from his major work, *Essence of Decision*, in developing frameworks for explaining discussion support and policy making. Active in government decision making, he is Director of the Council on Foreign Relations, founding member of the Trilateral Commission, and Advisor to Defense Secretary Caspar Weinberger. Graham Allison gives a unique perspective to the use of information as seen through the eyes of government and industry decision making.

**PROFESSOR JAMES CASH** is a Professor at the Harvard Business School where he is on the faculty of executive programs and member of the editorial board of the *Harvard Business Review*. His research focuses on the management of large corporate information systems and the use of information technology to achieve competitive advantage. Recent publications include *Harvard Business Review*, "IS Redraws Competitive Boundaries," and a casebook (with McFarlan and McKenney), *Corporate Information Systems Management*.

**DR. CRAIG I. FIELDS** was educated at MIT and Rockefeller University. After serving on the Faculty of Harvard University, he joined the Defense Advanced Research Projects Agency (DARPA) in 1974 where he is currently Chief Scientist. While at DARPA, Dr. Fields has been responsible for managing and transferring research programs, primarily in the area of advanced communications and computer technology. He was responsible for the management of the ARPANET, the DATA-COMPUTER Program, and programs in biocybernetics, very large data bases, intelligent terminals, man-machine relations, advanced memory concepts, management systems technology, C<sup>3</sup> information systems, teleconferencing, advanced mapping technology, overhead imagery, radar analysis, mobile sensor systems, applied mathematics, unconventional vehicles, biotechnology, and quantitative political science. He has played a key role in the planning and both the technical and financial management of the Strategic Computing

Program, the national effort to develop a new generation of multiprocessor supercomputers, artificial intelligence, microelectronics and satellite network.

**DR. LEONARD KLINEROCK** is professor of computer science at the University of California, Los Angeles, where he is co-director of the center for Experimental Computer Science and directs a group in advanced teleprocessing and computer networks. He has authored some 150 papers and 3 major books including *Communication Nets: Stochastic Message and Delay*, and his world-famous *Queueing Systems, Vol. I: Theory, Queueing Systems, Vol. II: Computer Applications*. The recipient of many awards and prizes, including the prestigious Ericsson Prize awarded him in 1982 by the King of Sweden, Carl XVI Gustaf, Dr. Klienrock was most recently presented with the Marconi Award by Prince Albert of Belgium in 1986.

**PROFESSOR THEODORE LEVITT** is the Edward W. Carter Professor of Business Administration at the Harvard University Graduate School of Business and serves as editor of the *Harvard Business Review*. He is the author of numerous articles on economic, political, management, and marketing subjects, including the prize-winning article, "Marketing Myopia." He is four-time winner of the McKinsey Awards competition for articles in the *Harvard Business Review*; winner of the John Hancock Award for Excellence in Business Journalism; recipient of the Charles Coolidge Parlin Award as "Marketing Man of the Year"; recipient of the George Gallop Award for Marketing Excellence; recipient of the Paul D. Converse American Marketing Association Award for major contributions to Marketing. He has authored many books including *The Marketing Mode: Pathways to Corporate Growth, Marketing for Business Growth, The Marketing Imagination*, published by The Free Press, 1983, expanded edition published in 1986, and co-author of *Marketing: An Introductory Analysis*, 1984. He sits on the board of directors or trustees of Consolidated Natural Gas Co., AM International, Inc., the Gintel Group of Mutual Funds, Rothschild Ventures, Inc., Saatchi & Saatchi Plc., Communications Group and Consulting Group. He is also a member of the Board of Advisors, Boston University Center for Banking Law Studies.

**PROFESSOR STUART E. MADNICK** is an Associate Professor of Management at MIT and has served as head of MIT's Information Systems Group. He achieved a Bachelor of Science, Master of Science, and Doctorate in Computer Science at MIT while simultaneously earning a Master's Degree from the MIT Sloan School of Management. Professor Madnick received the Carlton Tucker Award for excellence in teaching and also serves as an Associate Editor of *ACM Transactions on Database Systems*. Active in industry, he has served on Honeywell's Advanced Systems and Technology Board, was a principal investigator on Citibank's Institutional Banking Conceptual Plan, and has been the co-founder of several companies including MITROL, Inc., which became a subsidiary of General Electric, and INTERCOMP, Inc., which was acquired by Logicon. He is author or co-author of over 100 papers and several textbooks, including *Computer Security, Operating Systems and Software Project Management*. Among his technical contributions are the development of IBM's VM/370 file system and IBM's script 370 text processing system, and Lockheed's multi-user DIALOG Information Retrieval System.

**PROFESSOR JAMES L. MCKENNEY**, Harvard Business School, has taught since 1960 in the MBA, Doctoral and Executive Education programs at Harvard. He has also served as Director of Computing Services and as a member of Harvard University's computer steering committee. A visiting professor at Stanford University, MIT, Carnegie-Mellon University, Cambridge University, as well as the Irish Management Institute and the Jerusalem Management Institute, Professor McKenney is active in business as a consultant and board member, including director of New York Airlines, Continental Airlines, and Dead River Company. He is the author of several books and papers, including his most recent book, *Corporate Information Systems Management—The Issues Facing Senior Executives*, which was co-authored by F. Warren McFarlan.

**PROFESSOR DAVID E. MORRISON, M.D.**, is President of Morrison Associates Ltd. which is an advisory organization to CEO's on the management of change. Professor Morrison has published 30 lectures focusing on management topics concerning change and opportunities to deal with change. He has consulted on issues of stress and change with major organizations including the American Bankers Association, Arthur Andersen & Co., Florida Hospital, IBM, the Army Corps of Engineers, the FBI Academy and the State of Alabama. He is Associate Professor of Psychiatry at Rush Medical College, Rush-Presbyterian-St. Luke's Medical Center, received his medical education at the University of Southern California, Los Angeles, interned in New York, and completed his professional training at the Menniger School of Psychiatry. His published works include "The Psychiatrist and the Manager," *Psychiatrist Annals*, and "Stress and the Public Administrator," *Public Management*. He is a member of such national and regional medical societies as the American Medical Association, the American Psychiatric Association, and the Group for the Advancement of Psychiatry—The Committee on Industry.

**PROFESSOR NICHOLAS NEGROPONTE** is a Professor of Media Technology at MIT where he is also Chairman of the Media Arts and Sciences Degree Programs and Director of the Media Laboratory. Recent posts include an appointment to the Advisory Board on Technology for the U.S. Department of Health and Human Services. Activities in business include being on the Board of Directors for Computervision Corporation. He was also the Executive Director of the World Center for Personal Computation and Human Development in France. Recent books include *Human Interface and Computer Aids to Design and Architecture*.

**DR. RICHARD NOLAN** is Chief Executive Officer, Chairman of the Board, and Co-founder of Nolan, Norton & Company, one of the leading consulting firms in the field of DP Management. In this capacity he has consulted with dozens of organizations worldwide, including DuPont, IBM, FIAT, the National Bureau of Standards, John Deere and AETNA. The author of six books and over 40 papers, including a number of highly regarded articles in the *Harvard Business Review*, Dr. Nolan is originator of the insightful Stage Approach for Analyzing EDP Growth. He obtained his bachelor's, master's and doctoral degrees from the University of Washington and served as an Assistant Professor at the University of Illinois and an Associate Professor at the Harvard School of Business Administration before forming Nolan, Norton & Company.

**PROFESSOR JOHN F. ROCKART** is the Director of the Center for Information Systems Research at the Sloan School of Management where he is also on the faculty since 1966. His teaching and research has focused on both the executive program in management science and on management implementation of information systems in organizations. Educated with an AB from Princeton University, MBA from Harvard Business School, and a Doctoral Degree in management from MIT, his recent publications include the book, *The Rise of Managerial Computing*, and the articles, "CEO Goes On Line," *Harvard Business Review*; "Changing Role of the Information System Executive: A Critical Success Factor Perspective," *Sloan Management Review*; "Chief Executives Define Their Own Data Needs," *Harvard Business Review*. His most recent research focuses on the changing role and opportunities of the CIO.

**PROFESSOR MARVIN A. SIRBU** is on the faculty of Carnegie-Mellon University where he directs their interdisciplinary research program in Telecommunications Technology Policy and Management. Educated at MIT, he received his SB, SM and ScD degrees in Electrical Engineering and previously headed MIT's research program on Communications Policy. Recent research focuses on issues of the growth of user-owned and managed telecommunications networks, and on communications and computing standards. Recent books include *Telecommunications Policy Handbook*, and recent articles include "Standards Setting for Computer Communications: The Case of X.25" (*IEEE Communications Magazine*, March 1985).

THESE LECTURERS WILL BE JOINED BY A STAFF OF 50 PROFESSIONALS OF THE CAMBRIDGE INSTITUTE COMBINING BOTH SCHOLARSHIP AND PRACTICAL EXPERIENCE TO ASSURE A FACULTY/PARTICIPANT RATIO ALLOWING FOR INTERACTION IN ADDRESSING YOUR STRATEGIES AND IMPLEMENTATIONS.

AT&T invites you to participate in this unique program conducted at: Cambridge Institute for Information Systems  
219 Vassar Street  
Cambridge, Massachusetts 02139

