



PRINCETON CONSULTANTS

Information Technology and Management Consulting

Princeton Consultants Welcomes Dr. Irv Lustig as Optimization Principal; Will Lead In Transformative Optimization

PRINCETON, NJ, Dec. 8, 2014 -- Princeton Consultants announced that Dr. Irv Lustig has joined the firm as an Optimization Principal, effective today. Dr. Lustig will serve as a leader in the firm's Custom Optimization practice, which focuses on transforming business decision-making through the implementation of advanced analytics and optimization.

For more than 30 years, Dr. Lustig has been an internationally recognized leader in Operations Research and Advanced Analytics. Dr. Lustig started his career in Princeton University, where he was an Assistant Professor of Civil Engineering and Operations Research from 1987 through 1993. In 1993 he left academia to join CPLEX Optimization Inc., a software start-up creating and selling commercial optimization tools that quickly became the industry leader. In 1997 CPLEX was acquired by ILOG, and Dr. Lustig served in roles of increasing responsibility, from Manager of Technical Services, to Product Manager, to Vice President of ILOG Direct. In 2008 ILOG was acquired by IBM as a flagship offering of its emerging "Smarter Planet" vision. At IBM Dr. Lustig continued to expand his career, serving in leadership roles both on the product side, and most recently, for IBM Research investigating and developing state-of-the-art approaches for the next generation of optimization/business integration.

"After a rewarding career working to bring to fruition the foundational tools for optimization, I am excited to transition to the front line, to help business executives harvest these powerful technologies to improve their business performance," said Dr. Lustig. "I chose to come to Princeton Consultants because of the caliber of its clientele and personnel, as well as the breadth of the problems it addresses."

"I have known Irv for 15 years and have been very familiar with his trailblazing work at IBM and previously at ILOG and CPLEX Optimization," said Princeton Consultants CEO Steve Sashihara, who is the author of "The Optimization Edge," published in 2011 by McGraw Hill. "I am thrilled to have Irv available as a resource for our clients, as he is truly one of the most gifted people in our field, combining deep technical expertise with decades of practical experience 'inside' the largest and most successful examples of applied optimization."

Dr. Lustig has authored more than 30 articles and scientific papers. Dr. Lustig earned his PhD at Stanford University, where he studied under the renowned George Dantzig, who is credited with inventing the foundational algorithms for linear programming.

Princeton Consultants is an information technology and management consulting firm that helps businesses dramatically improve performance by integrating state-of-the-art optimization software models into their decision-making processes. Founded in 1981, the firm serves clients from its offices in Princeton, NJ and New York City. For more information about the Princeton Consultants, visit www.princeton.com.

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