

The Decision Model: Linking Business and Technology

ABSTRACT

Larry Goldberg will discuss the application of decision modeling to improve business and technology capabilities and alignment. Decision modeling is a new unifying methodology for explicating business logic, mastering business rules, and integrating business analytics, information quality, and IT systems to achieve a more agile, flexible operating model. Larry will present case studies of firms in the financial sectors and other industry that are using the decision modeling methodology to upgrade their operational effectiveness and competitive advantage.

BIOGRAPHY

Larry Goldberg

Managing Partner

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Larry Goldberg is Managing Partner of Knowledge Partners International, LLC (KPI), has over thirty years of experience in building technology based companies on three continents in which the focus was rules-based technologies and applications. Commercial applications in which he played a primary architectural role include such diverse domains as healthcare, supply chain, and property & casualty insurance.



Books Published: Co-author of *The Decision Model: A Business Logic Framework linking Business and Technology* (Auerbach, 2009), coeditor of *The Business Rule Revolution: Running the Business the Right Way* (HappyAbout.info 2007)

Articles and Publications: Larry is on the editorial board of www.BPMInstitute.org and is the Editorial Director of the BDM Bulletin, a monthly e-publication of the [BPMInstitute.org](http://www.BPMInstitute.org), and he is a joint author with Barbara von Halle, his business partner at KPI, in writing the monthly Business Decision Management column in www.TDAN.com and in www.ModernAnalyst.com. In addition Larry's writings can be read in industry publications such as www.BPtrends.com, www.RequirementsNetwork.com and at the IT Institute for Productivity and Metrics (www.ITMPI.org).