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Mr. Ball is a Scientific Staff Member at IBM's Los Angeles Scientific Center. He joined IBM in 1963 at a Los Angeles DPD branch office where he held positions in both sales and systems engineering, working with aerospace firms and specializing in the areas of systems performance and large multiprocessor operating systems. In 1970, he joined the Attached Support Processor (ASP) Competency Center where he coordinated sales assistance and education for the western United States. Following this assignment, he worked with Aids Development and assisted with the design of a field support system. Since joining the Scientific Center, Mr. Ball has worked in the areas of energy analysis, data processing security, application development disciplines, and enterprise information requirements analysis. He is an IBM Systems Research Institute graduate and received his B.A. degree from UCLA in 1963.

Gordon B. Davis

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Dr. Davis is Professor of Management Information Systems in the School of Management at the University of Minnesota. He is a pioneer in management information systems (MIS) research and education. In 1968, with other Minnesota colleagues, he initiated the first graduate degree program in MIS and established the Management Information Systems Research Center. He is the author of fourteen books and numerous articles on MIS, computer data processing, programming, and EDP auditing. His current research interests are MIS planning, determination of information requirements, control of advanced EDP systems, and management of knowledge work. Dr. Davis was recently appointed Honeywell Professor of Management Information Systems, an endowed professorship.

Paula S. Newman

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Ms. Newman joined the IBM Service Bureau Corporation in 1962 in New York City. In 1965, she left SBC to work for Computer Applications Incorporated, where she managed the CALL/360 BASIC project (under contract to IBM), returning to IBM in 1968. Until 1970, she worked primarily in the area of language processors—in maintenance, development, and in optimization research. From 1971 to 1976, she worked on advanced technology projects in data base management systems and related tools. In 1977, Ms. Newman assumed her present position at the Los Angeles Scientific Center, working on application development facilities combining language and data base technologies. Ms. Newman received an A.B. degree in mathematics from Barnard College in 1962.

Marilyn M. Parker

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Ms. Parker joined IBM in 1956, and is currently a member of the IBM Los Angeles Scientific Center, working in the area of enterprise information requirements analysis. She has held a variety of marketing, development, and managerial positions within both the Data Processing and General Products Divisions, most recently as manager of performance evaluation for the GPD San Jose Laboratory. Ms. Parker received her B.S.B.A. and M.B.A. degrees from Washington University in St. Louis and is presently enrolled in a doctoral program in business administration.

J. Gene Sakamoto

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Mr. Sakamoto joined IBM's industry development group in 1967 and worked in the design, development, and maintenance of numerical control programs and other engineering/manufacturing-related software. In 1975, he joined IBM's Los Angeles Scientific Center to work on a computer-aided design project. Since the completion of that project in 1976, he has been working in the area of enterprise information requirements analysis. He received his B.S. and M.B.A. degrees from UCLA.

John A. Zachman

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Mr. Zachman is a Consulting Marketing Representative whose area of expertise is information systems planning. He has been responsible for the Business Systems Planning (BSP) program in IBM's Western Region since 1973. His close association and active participation with the principal authors of BSP, Business Information Control Study (BICS), and Business Information and Integration Technique (BIAIT) during the period from 1970 until the present gave him valuable insight into the comparison of the methodologies. His present responsibilities include speaking and consulting worldwide on information systems planning. He is the author of a number of articles on the subject and acts as a consultant within IBM as well as for IBM's customers. Mr. Zachman currently serves on the Board of Councillors for the School of Library and Information Management at the University of Southern California.