

**Prof. OLIVER S. YU**

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VITA

**EDUCATIONAL BACKGROUND**

Ph.D. Management Science and Engineering	Stanford University
M.S. Statistics	Stanford University
M.S. Electrical Engineering	Georgia Institute of Technology
B.S. Electrical Engineering	National Taiwan University

**LEADERSHIP EXPERIENCES**

**INDUSTRY**

**1. December 2000-Present, The STARS Group, Los Altos, CA**

*President*, responsible for the operations of an 8-professional energy and technology strategy consulting consortium that has achieved over 3 million in project revenues.

A major ongoing project under management is the *long-range technology strategy development for the government of Taiwan*, for which SRI International is a supporting contractor.

**2. September 1989-October 2000, SRI International (formerly Stanford Research Institute), Menlo Park, CA**

*Principal and Director, Energy and Technology Strategies* Developing and managing energy, utility, and technology strategy consulting practices

**3. July 1974-August 1989, Electric Power Research Institute (EPRI), Palo Alto, CA**

9/79-8/89 *Manager, Planning Analysis*

Responsible for global energy industry analysis and EPRI-wide research strategy planning

9/78-8/79 Technical Manager Energy Study Center

1/76-8/78 Project Manager Planning Staff

7/74-12/75 Project Manager Energy Systems Modeling Program

**PROFESSIONAL (partial list)**

1. 2005-Present, *Secretary General and Spokes-person*, Association for International Friendship
2. 2004-Present, *Vice Chair for Science and Technology*, Cross-Strait Peace and Prosperity Association
3. 2004-Present, *Member, Board of Trustees*, Pacific Graduate School of Psychology, Palo Alto, California
4. 2007, *Endowed Lecturer*, Wen's Foundation, National Dong-Hua University, Hualien, Taiwan

5. 2007, *Invited Speaker*, Technology Strategy and Management Science Institute, Chinese Academy of Sciences, Beijing, China
6. 2007, *Presenter*, Technical Seminar on Transmission Pricing, State Power Grid Corporation, Beijing, China
7. 2007, *Speaker*, International Association for Management of Technology Conference, Miami Beach, Florida, May 12-17
8. 2006, *Chair and speaker*, Energy Technology and Sustainable Development session, 21<sup>st</sup> Modern Engineering Technology Seminars, Taipei, Taiwan, September
9. 2006, *Speaker*, International Association for Management of Technology Conference, Beijing, China, May 20-25
10. 2005, *Speaker*, International Association for Management of Technology Conference, Vienna, Austria, May 21-26
11. 2004, *Keynote speaker*, Second Asia Pacific Technology Foresight Conference, Taipei, Taiwan, October 19-21
12. 2003, *Keynote speaker*, First Asia Pacific Technology Foresight Conference, Taipei, Taiwan, November 4-5
13. 2002, *Chair*, Practitioner Committee and Practice Sessions, INFORMS National Meeting, San Jose
14. 2001, *Thematic speaker*, First Northeast Asia Electricity Forum, Toyama, Japan, November 4-6
15. 1999, *Chair*, Electric Power Section, 9<sup>th</sup> Northeast Asia Economic Forum, Tienjing, China
16. 1995, *General Chair*, the First International Meeting of the Institute for Operations Research and Management Sciences (INFORMS), Singapore, June
17. 1993, *Co-chair* with the Minister of Energy, The First International Conference on Power and Energy, Beijing, China
18. 1990-1992, *Chair*, Combined Meetings Committee, Operations Research Society of America (ORSA) and the Institute of Management Sciences (TIMS)
19. 1990-2001, *Member, Editorial Board*, *International Journal of Utilities Policy*
20. 1986-2001, *Member, Editorial Board*, *Future Research Quarterly*
21. 1987-1990, *Member, National Council*, Operations Research Society of America
22. 1986, *General Chair*, International Roundtable on Energy, Technology, and the Economy, Vienna
23. 1984, *General Chair*, Joint National Meeting of Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS), San Francisco

## **LEADERSHIP EXPERIENCE**

### **ACADEMIC**

#### **San Jose State University**

1979-Present, *Part-time Full Professor*, Marketing and Decision Sciences Department

2007, *Recipient of Outstanding Teaching Award in Decision Sciences*, College of Business

2006, *Currently developing a new version of a graduate course, Bus 215, Qualitative and Quantitative Problem Solving* for the MBA program

2000-Present, *Developed and taught a new graduate course, Bus 264, Technology Portfolio Planning and Management*, which is now a *core course* for the MBA-MSE (master of systems engineering) dual degree program

2004-Present, *Developed and directed the Silicon Valley Business Stars Program* for the College of Business to provide education programs to visiting business executives; it will offer two special Silicon Valley Business and Communication courses *for 80 students from National Chiao-Tung University and National Chi-Nan University of Taiwan in July 2007*

#### **Other Universities**

1974-Present, Adjunct Professor, MBA Program, Applied Math Program, and Engineering Management Department, Santa Clara University; *Markle Award of Excellence in Teaching, 2000*

1984-1986, Consulting Associate Professor, Department of Operations Research, Stanford University

1982-1984, Adjunct Professor, Department of Electrical Engineering, University of California, Berkeley

#### **PROFESSIONAL HONORS**

*Who's Who in America; Who's Who in Technology,*  
*Fulbright Fellow; Sigma Xi; Honorary Fellow, East-West Center,*  
 American Men and Women of Science; International Who's Who in Engineering  
 Invited Speaker or Chair (partial list):

Endowed Lecturer, Wen's Foundation, National Dong-Hua University, Taiwan

Invited Speaker, Technology Strategy and Management Sciences Institute, Chinese Academy of Sciences, Beijing, China

Chair and speaker, Energy Technology and Sustainable Development session, 21<sup>st</sup> Modern Engineering Technology Seminars, Taipei, Taiwan

Keynote speaker, 2nd Asia Pacific Technology Foresight Conference, Taipei, Taiwan, 2004

Keynote speaker, 1st Asia Pacific Technology Foresight Conference, Taipei, Taiwan, 2003

Thematic speaker, First Northeast Asia Electricity Forum, Toyama, Japan, 2001

Chair, Electric Power Section, 9<sup>th</sup> Northeast Asia Economic Forum, Tienjing, China, 1999

General Chair, the First International Meeting of the Institute for Operations Research and Management Sciences (INFORMS), Singapore, June, 1999

Co-chair with the Minister of Energy, The First International Conference on Power and Energy, Beijing, China, 1993

Chair, Demand session, International Energy Conference, Jakarta, Indonesia, 1992

Keynote speaker, 15<sup>th</sup> Anniversary Seminar Series, Brazilian Power Research, Rio de Janeiro, Brazil, 1989

Member, Editorial Board, *International Journal of Utilities Policy*, 1990-2001

Member, Editorial Board, *Future Research Quarterly*, 1986-2001

General Chair, International Roundtable on Energy, Technology, and the Economy, Vienna, 1986

General Chair, Joint National Meeting of Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS), San Francisco, 1984

## SELECTED PUBLICATIONS

### **Books**

1. *Technology Portfolio Planning and Management: Practical Concepts and Tools*, Springer Publisher, 2006
2. *Technology Management: Forecasting, Planning, and Implementation*, (With T.Y. Hsu and T.Y. Chen) Wu-nan Publishing, 1998, third printing 2004
3. *Scenarios and Strategies: Meeting the Challenges of Global Changes in the Electric Utility Industry*, SRI International, 1994
4. *Electric Power Issues and Choices in the ASEAN Countries* (with A. Kadir and Y. Kim) Resource Systems Institute, East-West Center, 1985
5. *Queueing Tables and Graphs*, (with F. Hillier), Elsevier, 1981

## SELECTED PUBLICATIONS

### **Chapters in Books**

1. Comparison of Forecasting Methods for Multi-national Enterprises, *Recent Advances in Management of Technology* (T. Khalil, Ed.), Elsevier Science, forthcoming Fall 2007
2. Restructuring the Northeast Asian Electricity Industry in a Globalizing World, *Northeast Asian Economies and Energy Industries*, (Y.H.Kim and M. Uchida, Eds.), Keio University Press 2003
3. Interface Between Mental and Computer Models, *Handbook for Engineering-Economic Planning* (J. Weyant and T. Kuszowski, Eds.), Pergamon Press, 1996
4. Determinants of Energy Technology Transitions: A Cost-Benefit Analysis Approach, *Life Cycles and Long Waves* (T. Vasko, et al, Eds.), Springer-Verlag, 1990
5. Electricity Use in Information Technologies (with L. Norford, et al), *Annual Review of Energy*, Volume 15, pp.423-453, 1990
6. Structure, Measurement, and Prediction of Demand (with Y. Kim and M. Nakamura), *Electricity in Economic Development - the Experience of Northeast Asia* (Y. Kim and K. Smith, Eds.), Greenwood Press, 1989



7. Energy for the Development of East Asian Economies (with M. Klein), *Economic Development in the Asia-Pacific Region*, (A. Scalapino, Ed.), University of California, Berkeley, 1985
8. The Role of Centralized Energy in National Energy Systems (with C. Starr), *The Economics of Nuclear Energy* (L. Brookes and H. Motamen, Eds.), Chapman and Hall, 1983

#### **Refereed Papers**

1. Application of Real Options Analysis to Technology Portfolio Planning: A Case Study, "Best Practices in Project Portfolio Management" special issue of the *International Journal of Quality and Reliability Management*, scheduled for January 2008
2. Long-Term Technology Strategy Planning for a Newly Industrialized Country: A Case Study, *Proceedings of International Association of Management of Technology Conference*, Miami Beach, Florida, May 2007
3. Applications of Real Options Theory to Technology Management: Major Acceptance Barriers and Successful Removal Strategies, *Proceedings of International Association of Management of Technology Conference*, Beijing, China, May 2006
4. Comparison of Forecasting Methods for Multi-national Enterprises, *Proceedings of International Association of Management of Technology Conference*, Vienna, Austria, May 2005
5. Advances in Technology Portfolio Planning and Management, *Proceedings of the Second Asia-Pacific Technology Foresight Conference*, Industrial Technology Research Institute, 2004
6. Advances in Technology Forecasting Techniques, *Proceedings of the First Asia-Pacific Technology Foresight Conference*, Industrial Technology Research Institute, 2003
7. Changing Trends in the Global Electric Power Industry, *Proceedings of the First Northeast Asia Electricity Forum*, November 2001
8. Comparison of Power Industry Development in Northeast Asian Countries, *Proceedings of the 9<sup>th</sup> Northeast Asia Economic Forum*, September 1999
9. Second-Generation Demand-Side Management: A Win-Win-Win Approach to Energy Efficiency, Economic Productivity, and Environmental Quality, *Proceedings of the DA/DSM International Conference*, January 1995
10. Recent Advances in Probabilistic Risk Assessment and Their Implications for Nuclear Regulations (with S. Stioui), *Proceedings of the Second International Conference on Nuclear Engineering*, March 1993
11. The Role of Values and Lifestyles in Consumer Adoption of Natural Gas End-Use Technologies, *Proceedings of American Council for an Energy Efficient Economy Summer Study*, August 1992, pp.10.187-10.194
12. Energy Technology Efficiency Improvement: Capital Requirements, Energy Cost Savings, and Global CO<sub>2</sub> Emission Reduction (with E.M. Kinderman), *Energy - the International Journal*, December 1991

13. Electric Power R&D Strategic Planning: the Role of the Utilities (with W. Esselman), *Proceedings of the Fifteenth Anniversary Celebration Seminar Series of CEPEL*, April 1989
14. Electric Utility Planning in a Changing Business Environment: Past Trends and Future Challenges (with H. Chao), *Proceedings of Stanford-NSF Workshop on Electric Utility Planning Under Uncertainty*, Stanford, CA, January 1989
15. The Potential Impact of Information and Automation Technologies on Utility Load, *Proceedings of EPRI Information and Automation Technology Conference*, Scottsdale, AZ, December 1988
16. Structural Changes in the U.S. Business Environment and Electricity Markets: Potential Lessons for China, *Proceedings of U.S.-China Symposium on Energy Markets and the Future of Energy Demand*, Nanjing, China, June 1988
17. The Electricity-GNP Relationship: Simplicity Begets Complexity (with B. Humphrey), *Proceedings of IEA Workshop on Electricity Planning in Conditions of Uncertainty*, Paris, September 1987
18. Economic Development, Technological Change, and Energy Use, *Proceedings of International Roundtable on Energy, Technology, and the Economy*, Vienna, Austria, October 1986
19. The Coming Boom in Computer Loads (with R. Squitieri and C. Roach), *Public Utilities Fortnightly*, December 1986
20. *Prospects for U.S. Basic Industries, 1986-2000: With Implications for Electricity Demand*, EPRI Report, P/EMU-4502-SR, March 1986
21. Industrial Structural Change and Future Demand for Electricity (with A. Faruqui, et al), *Proceedings of American Power Conference*, Chicago, IL, April 1984
22. Economic Growth to Meet Income Expectations (with W. Esselman), *Policy Analysis and Management*, Fall 1982
23. Economic and Technical Determinants of Power System Development, *IEEE Transactions on Power Apparatus and Systems*, September/October 1980
24. Energy Decision-Making Under Uncertainty (with W. Esselman), *Proceedings of the Second International Conference on Alternative Energy Sources*, Miami, FL, December 1979
25. Planning Electric R&D Alternatives - Managing Future Uncertainties (with W. Esselman), *Proceedings of National Symposium on Critical and Strategic Materials*, American Chemical Society, Washington, DC, June 1978
26. *Perspective on the Electric Utility Industry: A Handbook*, EPRI Report PS 430 SR, May 1977
27. Fuels for Future Electric Power (with A. Manne), *Public Utilities Fortnightly*, June 1976
28. The Role of Nuclear Power in U.S. Energy Future (with P. Auer and A. Manne), *Energy-the International Journal*, May 1975
29. Analytic Solution for the  $M/M/r$  Queue, *Journal of Applied Probability*, July 1974
30. A Note on the Generalized Lagrange Method, *Journal of Operations Research*, April, 1972