



Burke Robinson

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Summary of Expertise

Works with the top management team and board of directors of leading global companies to help them make complex decisions about strategy and change in their organizations. Leads numerous executive seminars and retreats each year for organizations worldwide to develop strategic agendas, identify issues and challenges, create new alternatives, evaluate uncertain consequences, make clear decisions, and implement action plans. At Stanford University, teaches courses on decision making and decision analysis. In China, teaches EMBA courses and entrepreneurial programs. Speaks at international conferences on current topics in decision and risk analysis.

Burke Robinson, LLC CEO

February 1999 to present
Palo Alto, CA

Advises, coaches, and assists senior executives as they make key decisions that shape their organization's future, including crisis decisions, major investment decisions, enterprise strategy, and portfolio strategy. Conducts strategy seminars and workshops, training and development programs, and executive retreats. Provides practical approaches for the art of qualitative structuring as well as the science of quantitative analysis of key strategic decisions. Teaches four-day courses on decision and risk analysis for EMBA programs in China at Jinan University and Anhui University. Also teaches decision quality courses in China for the New Entrepreneurs Development Program.

Stanford University

Consulting Professor, Management Science & Engineering

April 1999 to present
Stanford, CA

Teaches undergraduate and graduate courses on decision making in organizations, decision analysis applications, and decision analysis projects – all with a pragmatic focus on how to improve the quality of both decision process and content. In an experiential learning environment, small teams of students develop their skills using state-of-the-art tools and techniques for framing, structuring, modeling, assessing, and analyzing some of the actual decisions being made in a variety of different organizations. Also, mentors and advises students on life and career decisions.

Institute for the Future

Director, Business Horizons Program

February 2003 to October 2003
Menlo Park, CA

Directed a multi-disciplinary research and consulting program to develop forecasts about alternative future scenarios, and to draw insights about strategic decisions that deliver value in those scenarios. Redesigned the signature product, the Ten-Year Forecast, as a trilogy of reports: words to define future risks and opportunities, numbers to portray data and trends, and images to capture conceptual maps and vital visual information. Facilitated conferences and workshops. Managed customized research and consulting engagements.

Strategic Decisions Group*Director and Partner**August 1981 to February 1999**Menlo Park, CA*

Helped global Fortune 500 clients create and realize value in five key areas:

1. Strategic Leadership — developed corporate portfolio and business unit strategies; provided advice and guidance on global expansion, merger and acquisition, corporate/project financing, product and market revitalization, business process innovation, and organizational realignment.
2. Strategic Management — shifted focus of the corporate culture to value creation, re-engineered management and decision processes, restructured businesses around value centers rather than functions, and developed systems for asset value management.
3. Business Development — screened new business candidates, created high-tech product opportunities, developed international market entry alternatives, refocused business plan for partners in global consortium, and analyzed competing venture development strategies.
4. Risk Management — diversified commodity portfolio risks, documented mega-project construction and operating risks, assessed technical and economic risks of industrial equipment repair/replacement, and measured financial liquidity risks.
5. Decision Analysis — optimized R&D project portfolios, assessed market uncertainties for new products, evaluated capital cost sensitivities, compared risks of alternative technologies, and analyzed risk and return of investment decisions.

Responsible for marketing and managing up to \$5 million of annual consulting project revenues in energy, oil & gas, utilities, pulp & paper, forestry, mining & metals, chemicals, software, pharmaceuticals, biotechnology, telecommunications, automotive, insurance, and financial service industries. Developed long-term account relationships with clients; led practice area development; and organized internal processes for recruiting, training, and performance review.

Resource Planning Associates*Senior Associate**October 1980 to August 1981**San Francisco, CA*

Consultant in energy and natural resource practice area. Responsible for marketing and managing up to \$1 million in consulting project revenues. Developed EPRI seminar program for electric utility executives. Focused on decision analysis for R&D and technical investments.

SRI International*Decision Analyst**September 1978 to October 1980**Menlo Park, CA*

Assisted government and corporate clients with decision support software design, cryptography research choices, residential fire prevention strategies, refinery/petrochemical plant expansion options, oil sands investment decisions, and coal gasification technology R&D selection.

Institute for the Future*Research Associate**November 1973 to September 1974**Menlo Park, CA*

Researched future trends: societal values in response to the energy crisis, critical global priorities for philanthropic foundation programs, and social impacts of telecommunications technology.

Education

PhD	1979	Management Science & Engineering	Stanford University
MS	1976	Management Science & Engineering	Stanford University
MA	1973	Technology and Human Affairs	Washington University, St. Louis
BA	1971	Psychology	Stanford University

Professional Affiliations

Scientific Research Society (Sigma Xi)
 Association for Psychological Type (APT)
 Certified trainer for Myers-Briggs Type Indicator (MBTI)