Ralph L. Keeney Bio

Ralph L. Keeney received Ph.D. from the Massachusetts Institute of Technology. He is Research Professor Emeritus of Business Administration, Duke University, and Research Professor Emeritus of Industrial and Systems Engineering, University of Southern California. His areas of expertise are the decision sciences, risk analysis, and systems management. He is an authority on decision analysis, decision making with multiple objectives, and value-focused thinking. During his professional career, Dr. Keeney has consulted on a wide range of decisions including corporate management problems, public policy, environmental problems, and energy decisions. He has been a consultant for several organizations including Fair Isaac, Seagate Technology, American Express, British Columbia Hydro, Pacific Gas and Electric, BC Gas, Kaiser Permanente, Hewlett-Packard, the Electric Power Research Institute, Greater Vancouver Regional District, Energie Baden-Wuerttemberg AG (Germany), Ministry of Public Works (Mexico), International Institute for Applied Systems Analysis (Austria), U.S. Department of Energy, U.S. Environmental Protection Agency, U.S. Department of Homeland Security, and U.S. Army Corps of Engineers.

Professor Keeney's books, which have been translated into numerous languages, include Decisions with Multiple Objectives with Howard Raiffa (1976, 1993), Value-Focused Thinking: A Path to Creative Decisionmaking (1992), and Smart Choices: A Practical Guide to Making Better Decisions, with John S. Hammond and Howard Raiffa (1999). He recently received an honorary doctorate from the University of Waterloo in Canada and is a member of the National Academy of Engineering of the U.S.