

# **SEMINAR**

## **Industrial and Systems Engineering**

The Science of Revenue Management at Northwest Airlines  
(Or Our Attempt at It)

by

**Matthew Schrag**  
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Northwest Airlines

**Tuesday, March 4, 2008**  
**3:15 PM**  
**Room 460 ME**

**BIO:** Matthew Schrag began at NWA as an analyst in Operations Research in 1998 after a brief stint at United Airlines. In that role he worked primarily on developing/improving NWA's planning models (QSI) and revenue management systems. In 2001, he became the manager of the Operations Research group. In 2006, he became Director of Industrial Engineering and Operations Research.

Dr. Schrag is a graduate of St. Olaf College with a B.A. in Math and Physics. He has a Ph.D from the University of Chicago in mathematics where he worked on econometric problems related to interest rate forecasting.