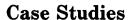# Panel Discussion
Corporate Application of APL
Case Studies

Eric J. Baelen

Eric attended the Polytechnic Institute of Brooklyn and received a BS degree in Industrial Engineering and an MS in Operations Research. He joined RCA Electronic Components in 1969 as an Industrial Engineer, and joined the Divisional Operations Research Group in 1972 where he received his first exposure to APL. In 1975 Eric joined RCA Corporate Staff serving in various technical and marketing capacities. Eric is currently the Director for Business Systems Development. In this position he is responsible for Corporate Staff Information Systems. He also manages a corporate skill center which offers internal consultants (including APL applications) to all RCA Units.

Anthony R. Lantz

Tony joined Morgan Stanley in 1980. His present responsibility includes managing their MVS Systems Support and User Services area for APL, TSO, and batch. Prior to joining Morgan Stanley, Tony held positions with Proprietary Computer Systems and The Computer Company.

Stephen B. Jaffe

Steve received his MA and PhD in Chemical Engineering from Princeton University. While working for Mobil Research and Development Corp. he learned APL, using it first as a research tool and then teaching APL to other researchers. After a one year management position of the Systems Research Group, Steve began a three year assignment in Mobil's Research and Engineering Planning Department. Currently, he works with the Exploration and Production Research Laboratory in Dallas as a Research Consultant. Steve has been active on the SIG APL board of directors.

Bion B. Bierer

Bion manages the Operations Analysis and Consulting Department, a corporate staff group of thirty persons at Bristol-Meyers Company. The department supports business operations by applying both new management methods and computer systems and technology to all areas of business. Before joining Bristol-Meyers, Bion held positions in operations research, marketing and manufacturing with Lederle Laboratories, Sylvania Electronic Systems, and Republic Aviation. He holds an MBA from Harvard.