Michael Gilliland

Michael Gilliland is Marketing Manager for SAS forecasting software, and currently serves as Treasurer on the IIF Board of Directors.

Prior to joining SAS in 2004, Mike spent nearly 20 years in forecasting, supply chain, and operations research positions in the food, consumer electronics, and apparel industries, and in consulting. His most recent industry position was Director of Forecasting at a division of Sara Lee (now Hanesbrands).

Mike holds a BA in Philosophy from Michigan State University, and master’s degrees in Philosophy and Mathematical Sciences from Johns Hopkins University. He is author of *The Business Forecasting Deal* (Wiley, 2010), principal editor of *Business Forecasting: Practical Problems and Solutions* (Wiley, 2015) and the forthcoming *Business Forecasting: The Emerging Role of Artificial Intelligence and Machine Learning* (Wiley, 2021), and editor of *Forecasting with SAS®: Special Collection* (SAS Press, 2020). He is a frequent contributor to practitioner-oriented publications including *Foresight*, and writes *The Business Forecasting Deal* blog.

Mike is Associate Editor of *Foresight*, co-chaired the 2016 and 2019 *Foresight* Practitioner Conferences, and is on the ISF2021 Program Committee organizing the Practitioner Track. He has served on advisory boards and conference committees for the Institute of Business Forecasting (IBF), INFORMS, and APICS (where he is a Certified Fellow in Production and Inventory Management). In 2017 he received IBF’s *Lifetime Achievement Award*.

**Self-statement**

The IIF is in a position of great financial strength, thanks largely to the responsible oversight of my predecessors in the Treasurer role: George Athanasopoulos and Eric Stellwagen. We have the resources to maintain (and potentially lower) costs to members – even during times of global financial instability. And we can make decisions for the long term good of the organization – such as site selection of future ISFs and offering free member registration to IIF virtual programs – without the need for immediate financial payback. I see my role as continuing the responsible oversight of our finances, helping grow IIF membership, and expanding IIF’s impact on forecasting theory and practice.

Membership growth opportunities abound in places like China, Japan, and Korea, in developing nations, among students, and among industry practitioners. In 2020, encouraged by new Board members Shouyang Wang and Doris Wu, we added 300 student members from China. Practitioners now account for one-half of our non-student members. With my industry experience and relationships, I am particularly focused on initiatives to engage industry forecasting “influencers” – those who speak, write, and consult in the practitioner space.

Efforts to expand IIF influence include our workshops and summer school, the IIF Communities, a new series of webinars with vendors, increased research and student support, and the Democratizing Forecasting initiative in developing countries. It has been a great joy to serve on the IIF Board of Directors these past four years, and to meet so many of our members at ISF and FPC events. I am eager to pursue the Board’s initiatives for another four years. And I especially look forward to when we can congregate again in person.