



ODE to an ALGORITHM

Johnson's homegrown Cornell Management Simulation, brainchild of Johnson professors Jerome "Jerry" Hass and Seymour "Sy" Smidt and given a new web format by Tom Schryver and Steve Sauer, has enthralled students for 25 years.

BY JEFF GANGEMI, MBA '09

When Chris Pletcher, MBA '16, decided to pursue his full-time MBA at Cornell, he had an uncommonly clear idea of how he would apply his learning from the program. He had been working in sales and marketing for Dow Chemical, and through a family connection, he was being groomed to take over not one but two related family businesses: Allegheny Coatings, which applies anticorrosive coatings to metals, and Assured Testing Services, a corrosion testing laboratory. "I always had an interest in owning and running my own company, and this was the obvious

Top photo: Key to its longevity and success are the 15 years its developers, the now-late Johnson professors Jerry Hass (top left) and Sy Smidt (top right), spent fine-tuning the Cornell Management Simulation's algorithm to make it just as adaptable and applicable to today's business environment as it was when it began.

Bottom photo: In 2009, Tom Schryver '93, MBA '02, visiting lecturer of management, and Steve Sauer, MBA '01, PhD '08, visiting associate professor of management and organizations, formed a partnership, licensed the Cornell Management Simulation, and started a company around it. They redeveloped the software to make it web-based, but kept the algorithm and other fundamentals intact.