

20: The Author



The Author of “In Search of Profit”:

Finn Gilling is founder and president of the company “The Human Decision”. He holds an MBA (Cand.merc) from the Copenhagen Business School and was an associate professor there for more than 20 years.

“In Search of Profit” is based on many years of teaching and consulting in Scandinavian corporations. It combines the practical issues and restrictions of real life with theoretical conceptualizations. Finn Gilling has been personally involved in hundreds of consultant projects and thousands of teaching sessions involving thousands of people.

Finn Gilling pioneered the use of BIG DATA in geographical modeling in the early 90s, working among others for McDonald’s to establish McDonald’s in Denmark using BIG DATA and GIS methods for location simulations.

He has worked for more than 20 years for Norwegian state-owned energy giant Statoil in establishing gas station networks in Denmark, Poland and Sweden.

He has also provided strategic analysis and BIG DATA modeling to Swedish Mobile giant Telia for the design and establishment of mobile networks in Denmark. He has recently developed the analytics, data and software suite MasterPlan, now used by several major Scandinavian retail groups for optimizing investment in shop location, assortment planning and media selection.

MasterPlan aggregates data for integrated planning and decision making in The Profit Chain™.

This book was never made without the incredible professional help from Vagn Kirkeskov and Tim Mott, (tim@timmottassociates.com), both of whom have been my invaluable discussion partners.

Vagn also did the layout and Tim the editing and proof reading of my “danish-english” into english.

In real life we need friends, and they are forever my friends!

Copenhagen, January 2014

Finn Gilling

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to profit chain”.

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