



CRISIS SIMULATIONS INTERNATIONAL, LLC

Mark Chussil is Founder and Senior Director of Crisis Simulations International. Mark designed the DXMA™ simulation technology that makes CSI programs uniquely compelling, powerful, and educational. CSI programs let senior officials in the public and private sectors safely learn from deliberate attacks, major accidents, and natural disasters before real lives and property are at stake.

Mark is also Founder and CEO of Advanced Competitive Strategies, Inc., and designer of ACSs award-winning ValueWar® business simulator. He has 30 years of experience in private-sector consulting, simulation, teaching, and business war gaming.

Mark has worked with corporations and universities on six continents. He has helped executives in dozens of *Fortune* Global 500 companies achieve stunning insights, consensus, action, and better bottom-line results in industries including airlines, computers, gasoline retailing, health and beauty aids, internet access, medical devices, pesticides, pharmaceuticals, telecommunications, vehicles, and more. He speaks about simulation and decision-making at universities and conferences around the world, and writes a monthly newsletter, called *Insight to Action*, about strategy decisions.

Marks work experience also includes 15 years at the Strategic Planning Institute (The PIMS Program) and three years at Sequent Computer Systems (subsequently acquired by IBM). He lectured from 1989 to 1994 in the *Competitive Marketing Strategies* seminar in the Aresty Institute of Executive Education at The Wharton School of the University of Pennsylvania.

Mark is lead author of *Strategy Analysis with ValueWar* (Scientific Press, 1993). Marks articles and case studies have appeared in *Cases in Marketing Research* (Reibstein and Farris), *Competia* magazine, *Competitive Intelligence Magazine*, *Competitive Intelligence Review*, *Marketing Research*, *PC World*, *Planning Review*, *SCIP.Online*, *Sloan Management Review*, *The Journal of Business Strategy*, *Wharton on Dynamic Competitive Strategy* (Day and Reibstein), and elsewhere. He has been featured and quoted in *Across The Board*, *Computerworld*, *Fast Company*, *Harvard Management Update*, *Oregon Business*, *The Wall Street Journal*, and more. His first non-business book, *Nice Start*, was published in 2003.

Mark earned his MBA in General Management from Harvard and his BA in Political Science from Yale.

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