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## **NATIONAL ACADEMY OF ENGINEERING HONORS INSIGHT CTO, GERALD BROWN, WITH PRESTIGIOUS LIFETIME MEMBERSHIP**

### ***Highest Honor Awarded Engineers; Brown Selected for Large-Scale Optimization Contributions***



**Manassas, VA – March 24, 2008** – INSIGHT, Inc., a premier top international provider of supply chain planning solutions for the world's foremost companies, announces that the National Academy of Engineering (NAE) has selected Chief Technology Officer and Co-Founder, Dr. Gerald (Jerry) Brown, for lifetime membership. For more than three decades the NAE has been recognizing outstanding engineers for making significant contributions to engineering research, practice, or education, to the pioneering of new and developing fields of technology, for making major advancements in traditional fields of engineering, and for developing and implementing innovative approaches to engineering education.

Election to the NAE is among the highest professional distinctions awarded to an engineer. Dr. Brown was selected for his contributions to large-scale optimization theory and its military and industrial applications. The X-System®, which powers INSIGHT's flagship software, SAILS 21®, utilizes the optimization theory and algorithms developed by Dr. Brown. This optimization engine provides INSIGHT clients with optimal supply chain designs that streamline operations, lower costs, and improve revenues.

“This is a great honor for Jerry Brown and for INSIGHT,” said Dr. Jeff Karrenbauer, president and co-founder of INSIGHT, Inc. “Our clients benefit from solutions produced by the nation's leading developer of optimization-based decision-support systems for commercial and military planning and operations.”

Jerry Brown is also a Distinguished Professor at the Naval Postgraduate School (NPS) Operations Research (OR) Department, where he has earned the Schieffelin Prize as outstanding teacher at NPS, and been named outstanding researcher at NPS. He is a Fellow of the Institute for Operations Research and Management Science, received the 2007 Barchi Prize from the Military Operations Research Society for contributions to Operation Iraqi Freedom, earned the Koopman Award for best publication in military operations research, and was awarded a Navy Superior Civilian Service Award for distinguished contributions to our military. He recently participated in a National Research Council bioterrorism study, and many of the concepts he developed for this study have been incorporated into SAILS to help companies plan for supply chain disasters and to mitigate risk.

Jerry is the second INSIGHT founder inducted into NAE: Dr. Arthur Geoffrion was elected in 1998. INSIGHT technology has deep roots.

## **ABOUT INSIGHT, INC.**

INSIGHT provides optimization-based supply chain design software and consulting services developed specifically to meet the dynamic business challenges of globalization, disruptions, and mergers and acquisitions prevalent in today's business environment. Founded by supply chain and logistics experts in 1978 with the goal of using world-class technology to add intelligence to decision making, INSIGHT solves the supply chain management issues of the world's foremost companies, including Abbott Laboratories, BASF, Clorox, ExxonMobil, Goodyear, GE, Kellogg, Nestle, PepsiCo, Pfizer, Procter & Gamble, Toyota, and Unilever.

SAILS®, INSIGHT's award-winning flagship product, can accurately represent a company's current business practices, from raw materials sourcing to capacity planning through delivery to the end customer. The X-System®, a proprietary optimization engine, powers a family of planning and scheduling solutions, from the design of a global supply chains to crew scheduling, troop deployments, and transportation procurement. In addition, INSIGHT provides optimization components, partnering with third party software providers to deliver best-of-breed solutions. Our software and services help design optimal supply chain networks that minimize costs and free up capital, streamline operations, maximize profits, and increase customer service levels. For more information, please visit us on the Web at <http://www.insight-mss.com>.

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