

**Arturo Perez Rivera**

**Optimization models in practice: from ideas to products and back!**

Digitalization in operations is transforming the way businesses work. Increasingly, companies are automating the planning and control of their operations using data and algorithms. This trend brings enormous opportunities for companies to gain a competitive advantage using optimization models. However, realizing these opportunities is currently challenging due to a variety of reasons. This talk will share insights about how such opportunities can be achieved by turning an idea into a model and into a software product. Examples of optimization products at IKEA and KLM will be presented and a reflection on applying mathematical models in practice will be made.