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Michael Gilliland is Product Marketing Manager at SAS Institute and has worked in consumer products forecasting for more than twenty years. He is a frequent speaker at industry events, has published articles in *Supply Chain Management Review*, *Journal of Business Forecasting*, *Foresight*, and *APICS* magazine, and was a columnist on “Worst Practices in Business Forecasting” for *Supply Chain Forecasting Digest*. Mike holds a BA in philosophy from Michigan State University, and master’s degrees in philosophy and mathematical sciences from Johns Hopkins University.

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