James J. Odell is a consultant, writer, and educator in the areas of object-oriented and agent-based systems, methodology, business process management (BPM), business reengineering, and complex adaptive systems.

Throughout most of his thirty-year career, Mr. Odell has been heavily involved in developing better methods to understand, communicate, and manage system requirements. He was one of the early innovators of information engineering methodologies. Formerly, he was the principal consultant for KnowledgeWare, Inc. where he pioneered and taught the concepts of data modeling, information strategy planning, and CASE technology application. He then became one of the first practical implementors of object-oriented analysis and design. Working with the OMG and other major methodologists, he continues to innovate and improve OO methods and techniques. In particular, he participated in the development of the UML and UML 2.0, and remains co-chair of the OMG’s Object Analysis and Design Task Force. He helped develop the OMG UML certification exams and is the first certified UML Advanced Professional. Most recently, Mr. Odell is involved in agent-based and complex systems—and their application to business systems (including an agent-based UML called AUML). He is the chair of FIPA’s Modeling Technical Committee and the co-chair of the OMG’s Agents Special Interest Group. He conducts international seminars and workshops—both on-site and public—and provides consulting to major companies worldwide.


His clients represent many business sectors and include major companies, such as Netscape, Amazon.com, Oracle, IBM, Hewlett-Packard, CAP Gemini Sogeti, Novartis, DuPont, Lowe's, Standard Oil, British Petroleum, Aramco, National Health Service (UK), British Telecom, Cincinnati Bell, SBC, GTE, AirTouch, DTE Energy, GPU, Wells Fargo, Bank of America, American Express, Fireman’s Fund, Prudential, Travelers, Nordstrom, Levi Strauss, Lockheed, Deere & Co., Ford, Chrysler, Philips Electronics, CAP Gemini, Ernst & Young, Price Waterhouse Coopers, Deloitte & Touche, and Kabira—spanning 17 countries.