

**Andre du Pin Calmon**  
**Associate Professor of Operations Management**  
**Georgia Institute of Technology - Scheller College of Business**  
<https://andrecalmon.com/>

## **I. Earned Degrees**

<b>Ph.D., Operations Research</b> Massachusetts Institute of Technology, MA	2015
<b>M.Sc., Electrical Engineering</b> Universidade Estadual de Campinas (Unicamp), Brazil	2009
<b>B.Sc., Electrical Engineering</b> Universidade de Brasília (UnB), Brazil	2006

## **II. Employment History**

<b>Associate Professor of Operations Management</b> Georgia Institute of Technology, Scheller College of Business <ul style="list-style-type: none"><li>Co-Director, Sustain-X (2022 – present)</li><li>Brook Byers Institute for Sustainable Systems Faculty Fellow (2022-present)</li></ul>	2024- present
<b>Assistant Professor of Operations Management</b> Georgia Institute of Technology, Scheller College of Business <ul style="list-style-type: none"><li>Jim Pope Create-X Faculty Fellow (2021-2022)</li></ul>	2020 – 2024
<b>Assistant Professor of Technology and Operations Management</b> INSEAD, Fontainebleau, France <ul style="list-style-type: none"><li>The Patrick and Valentine Firmenich Fellow for Business and Society (2018-2020)</li><li>On courtesy leave of absence from 2020-2022</li></ul>	2014 – 2022

## **III. Honors and Awards**

- Georgia Tech Scheller College of Business's Brady Family Award for Faculty Research Excellence 2024
- Georgia Tech's Student Recognition of Excellence in Teaching Award: Class of 1934 CIOS Honor Roll  
2021, 2023, and 2024
- Título de Honra ao Mérito (*Honor to the Merit Award*) from the Universidade de Brasília (UnB) 2023
  - The award is given by the university's president and executive leadership team to alumni who have achieved national and/or international recognition.
- MSOM Meritorious Service Award 2022
- Georgia Tech's Brook Byers Institute for Sustainable Systems Faculty Fellowship 2022
- Co-advisor of a dissertation that won the INFORMS TIMES Best Dissertation Award 2022
  - Student: Prof. Philippe Blaettchen (co-advised with Prof. Sameer Hasija).

7. Co-mentor of a student that was a Runner-up for the POMS Sustainable Operations Best Student Paper Award 2021
  - Student: Olumurejiwa (Mureji) Fatunde, Ph.D. (co-supervised with Prof. Joann de Zegher and Prof. Gonzalo Romero).
8. Georgia Tech's Jim Pope Create-X Faculty Fellowship 2021
9. INSEAD's Best MBA Core Course Teacher in Fontainebleau Award 2015, 2017, and 2019
10. Runner-up for INSEAD's Best MBA Elective Course Teacher in Fontainebleau Award 2019
11. INSEAD Dean's Commendation for Excellence in Teaching 2015, 2016, 2017, 2018, and 2019
12. Grand Prize Winner of the 2018 Page Prize for Excellence in Sustainable Business Education 2018
13. The Patrick and Valentine Firmenich Fellowship for Business and Society at INSEAD 2018
14. Runner-up for INSEAD's Best MBA Core Course Teacher in Fontainebleau Award 2016
15. Technology Dissemination Fellowship from MIT's International Development Initiative 2013
16. Charles M. Vest Presidential Fellowship for graduate studies at MIT 2009
17. Brazilian National Council for Scientific and Technological Development Scholarship for the Institute of Pure and Applied Mathematics (IMPA) Summer Program 2008
18. The State of São Paulo Research Foundation Scholarship for Graduate Research 2007
19. Honor of Merit Award from the Brazilian Council of Engineers for the Highest GPA in the Electrical Engineering Class of 2006 at the University of Brasilia 2006

#### IV. Research, Scholarship, and Creative Activities

**Note 1:** Co-authors in **boldface** were Ph.D. students when the research started. Co-authors that are underlined were postdoctoral fellows at the time the research started.

**Note 2:** My collaborators and I put students and trainees (i.e., Ph.D. students and post-doctoral fellows) first on the author list when the paper is their “job market paper.”

##### A. Refereed Publications and Submitted Articles

###### A1. Published and Accepted Journal Articles

1. **Blaettchen, P.**, Calmon, A. and Hall, G., 2023. Traceability Technology Adoption in Supply Chain Networks. Forthcoming in Management Science. ([Link](#))
  - This paper was part of a dissertation that won the 2022 INFORMS TIMES Best Paper Award.
  - Selected for the 2021 MSOM Sustainable Operations Special Interest Group Meeting.
2. Gernert, A., Calmon, A., Romero, G. and Van Wassenhove, L.N., 2023. Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition.” Forthcoming in Production and Operations Management. (Published as “Article in Advance” - [Link](#))
  - Selected for the 2023 MSOM Sustainable Operations Special Interest Group Meeting.

3. Calmon, A., Jue-Rajasingh, D., Romero, G. and Stenson, J., 2022. Operational Strategies for Distributing Durable Goods in the Base of the Pyramid. Manufacturing & Service Operations Management, 24(4), pp.1887-1905. ([Link](#))
  - Selected for the 2017 MSOM Sustainable Operations Special Interest Group Meeting.
4. Calmon, A., Graves, S.C. and Lemmens, S., 2021. Warranty Matching in a Consumer Electronics Closed-Loop Supply Chain. Manufacturing & Service Operations Management, 23(5), pp.1314. ([Link](#))
5. Calmon, A., Ciocan, F.D. and Romero, G., 2021. Revenue Management with Repeated Customer Interactions. Management Science, 67(5), pp.2944-2963. ([Link](#))
6. Calmon, A. and Graves, S.C., 2017. Inventory Management in a Consumer Electronics Closed-Loop Supply Chain. Manufacturing & Service Operations Management, 19(4), pp.568-585. ([Link](#))

## A2. Submitted Journal Articles

7. **Fatunde, O.**, Calmon, A., de Zegher, J.F. and Romero, G., 2023. The Value of Long-Term Relationships when Selling to Informal Retailers - Evidence from India. Under revision at Manufacturing & Service Operations Management ([Link](#))
8. Calmon, A., Graves, S.C. and Lemmens, S., and., 2023. Data-Driven Failure Time Estimation in a Consumer Electronics Closed-Loop Supply Chain. Under preparation for resubmission at Manufacturing & Service Operations Management. ([Link](#))
9. **Serhatli, U.**, Calmon, A. and Yucesan, E., 2023. Optimal Agricultural Supply Planning Under Climate Change: The Impact of Extreme Events. Major Revision at Operations Research. ([Link](#))
10. Calmon, A., Calmon, F., Goodwin, R. and Zazo, J., 2020. Data Analytics for Creative Processes: Designing the Next Great Product. Major Revision Manufacturing & Service Operations Management. ([Link](#))
11. Araman, V.F., Calmon, A. and Fridgeirsdottir, K., 2019. Pricing and Job Allocation in Online Labor Platforms. In preparation for resubmission to Manufacturing & Service Operations Management. ([Link](#))

## A3. Work in Progress

12. Calmon, A., **Gernert A.**, Lemmens S., Romero G., Van den Berg P., Operational Challenges for EMS Platforms in Developing Countries. Draft available upon request. In preparation for submission to Manufacturing & Service Operations Management.
13. **Blaettchen, P.**, Calmon, A. and Hall, G., Random Models of Supply Chain Networks. Draft available upon request. In preparation for submission to Management Science.
  - Selected for the 2024 MSOM Supply Chain Special Interest Group Meeting.
14. Calmon, A., **Gernert A.**, Iancu, D., Van Wassenhove, L. N., Financial Access or Price Premiums? A Nuanced View Into Improving Farmer Welfare and Reducing Child Labor in Commodity Supply Chains. Draft available upon request. In preparation for submission to Management Science.
15. **Choi, D.**, Calmon, A., Toktay, L.B., Storing Carbon in Closed-Loop Supply Chains using Biogenic Material. Preliminary results are available.
16. Blaettchen, P., Calmon, A. and Hall, G., The Guaranteed Service Model on Arbitrary Graphs. Preliminary results are available.

17. Araman, V.F., Calmon, A., Ovchinnikov, A., Operations Management Challenges in a “Cloud Factory”: Distributed Manufacturing of Handmade Goods in Kenya. Data collection is complete and preliminary results are available.

#### **A4. Invited Book Chapters**

18. Calmon, A., **Gernert A.**, Iancu, D., Van Wassenhove, L. N., 2024. Financial Access or Price Premiums? A Nuanced View into Improving Farmer Welfare and Reducing Child Labor in Commodity Supply Chains. In C. S. Tang (Ed), Responsible and Sustainable Operations: The New Frontier. Springer.
19. Calmon, A., **Gernert, A.**, Romero, G. and Van Wassenhove, L.N., 2024. Business Model Innovation for Ambulance Systems in Developing Countries. In C. S. Tang (Ed), Responsible and Sustainable Operations: The New Frontier. Springer.

#### **A5. Conference Presentation with Proceedings (Refereed)**

20. **Fatunde O.**, Calmon A., de Zegher J., Romero G., 2021. The Value of Long-Term Relationships when Selling to Informal Retailers - Evidence from India. Proceedings of EC'21: ACM Conference on Economics and Computation, Workshop on Operations of People-Centric Systems, Virtual.
21. **Hsu, H.**, Calmon, F., Calmon, A. and Salamatian, S., 2018. Correspondence Analysis of Government Expenditure Patterns. Proceedings of the NeurIPS 2018 Workshop on Machine Learning for the Developing World, December 2018, Montreal, Canada.
22. Sanz, J.L., Suarez, F., Calmon, A. and Becker, V., 2014. The Structure of Cross-Functional Process Model Collections: An Empirical Investigation. Proceedings of the IEEE 16th Conference on Business Informatics (Vol. 1, pp. 62-69). IEEE.
23. Calmon, A.P., Vallée, T. and Do Val, J.B., 2009, June. Control Variation as a Source of Uncertainty: Single input Case. Proceedings of the 2009 American Control Conference (pp. 4416-4421). IEEE.
24. Calmon, A., Pacheco, G., Silva, F. and Terada, M., 2007. A Reconfigurable UWB Log-Periodic Antenna Analyzed with the Method of Moments. Proceedings of COMPUMAG (pp. 503-504).
25. Calmon, A., Pacheco, G. and Terada, M., 2006. A Novel Reconfigurable UWB Log-Periodic Antenna. Proceedings of the 2006 IEEE Antennas and Propagation Society Int.l Symposium (pp. 213-216).

### **B. Other Publications and Creative Products**

#### **B1. Case Studies for MBA and Executive MBA Programs**

26. Calmon, A., Van Wassenhove, L., Carrick, A., and Huang, A.N., 2021. EMMA Safety Footwear (A): Designing a Circular Shoe. INSEAD Case Publishing. ([Link](#))
27. Calmon, A., Van Wassenhove, L., and Huang, A.N., 2020. EcoVadis: A Sustainability Rating Company Goes Global. INSEAD Case Publishing. ([Link](#))
28. Askin, N., Calmon, A., and Henry, B., 2019. Fibbie Cornuda: Manufacutrung a Fit. INSEAD Case Publishing. ([Link](#))
29. Calmon, A., Askin, N. and Henry, B., 2019. Fibbie Cornuda: Operations and Supply Chain Management. INSEAD Case Publishing. ([Link](#))
30. Calmon, A., Khoury, W., and Yucesan, E., 2018. Vertical Farms. INSEAD Case Publishing. ([Link](#))

31. Hunter, M., Calmon, A., Van Wassenhove, L., and Huang, A.N., 2018. From Fast Fashion to Sustainable Apparel: The Making of the SAC. INSEAD Case Publishing. ([Link](#))
32. Calmon A., Jue-Rajasingh D., Nanji A., Romero G., and Stenson J, 2017. Essmart: Distributing Life-Changing Technologies to Rural Villagers. INSEAD Case Publishing Pre-Release Version Available for Free ([Link](#))

## **B2. Other Published Pedagogical Material**

33. Calmon, A., Drake D., and Stenson J, 2018. Building a Sustainable Future: Business Model Innovation as a Source for Good – Detailed Course Material. ([Link](#))
  - Grand Prize Winner of the [2018 Page Prize for Sustainability Issues in Business Curricula](#) ([Link](#)).
34. Calmon, A. and Henry, B. 2016. Teaching Note for the case study “Better Place: The Electric Vehicle Renaissance.” INSEAD Case Publishing. ([Link](#))

## **B3. Practitioner Oriented Articles**

35. Calmon, A., Romero, G., Jue-Rajasingh, D., and Stenson, J. 2017. Customer Satisfaction Before Profits at the Base of the Pyramid. INSEAD Knowledge. ([Link](#))

## **C. Presentations**

### **C1. Invited Research Seminars**

1. University of Southern California, Marshall School of Business 2023
2. University of Texas at Austin, McCombs School of Business 2023
3. Georgia Tech, Brook Byers Institute for Sustainable Systems Seminar Series 2023
4. University of Toronto, Rotman School of Management 2022
5. National Renewable Energy Lab (NREL) Business, Environment, and Society Speaker Series (joint with Georgia Tech) 2022
6. University of California Los Angeles, Anderson School of Management (virtual) 2021
7. Georgia Tech, Ray C. Anderson Center Business Environment and Society Seminar (virtual) 2021
8. Erasmus University, Rotterdam School of Management (virtual) 2021
9. Georgia Institute of Technology, Scheller College of Business 2019
10. University of Colorado – Boulder, Leeds School of Business 2019
11. London Business School 2019
12. Boston University, Questrom School of Business 2019
13. Yale School of Management 2018
14. Singapore Management University 2018
15. Technische Universität München (TUM), School of Management 2018
16. Khune Logistics University 2016
17. INSEAD Fontainebleau 2014
18. University of Texas Dallas, Naveen Jindal School of Management 2014
19. MIT, Sloan School of Management 2013

## **C2. Invited and Refereed Presentations at Conferences and Workshops**

1. Doing Good with OM and OR Workshop, North Carolina State, November 2023 (*Invited workshop*)
  - The Classroom-to-Startup-to-Research Pipeline
2. INFORMS Annual Meeting, Indianapolis, IN, Oct. 2023 (*Invited session chair and presentation*)
3. Purdue Operations Conference, Purdue, Sept. 2023 (*Invited presentation*)
4. MSOM Sustainable Operations SIG Conference, McGill University, June 2023 (*Refereed workshop*)
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition”
5. MSOM Conference, McGill University, June 2023 (*Refereed conference*)
  - A Random Model of Supply Chain Networks with an Application to the Guaranteed Service Model.
  - Operational Challenges for EMS Platforms in Developing Countries
6. POMS Annual Conference, Orlando, FL, May 2023 (*Invited session chair*)
  - Operational Challenges for EMS Platforms in Developing Countries
  - Storing Carbon in Closed-Loop Supply Chains Using Biogenic Materials
7. Early-Career Sustainable Operations Workshop, U. Mass Amherst, Feb. 2023 (*Refereed workshop*)
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition.”
8. Stanford Graduate School of Business, Operations, Information Technology, and Environmental Sustainability Workshop, Stanford, Jan. 2023 (*Invited presentation*)
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition”
9. Workshop for Empirical Research in Operations Management, The Wharton School of the University of Pennsylvania, Oct. 2022 (*Refereed workshop*)
  - The Value of Long-Term Relationships when Selling to Informal Retailers - Evidence from India
10. INFORMS Annual Meeting, Indianapolis, IN, Oct. 2022 (*Invited session chair and presentation*)
  - The Operational Origins of Child Labor in Cocoa Production
  - Traceability Technology Adoption in Supply Chain Networks
  - Operational Challenges for EMS Platforms in Developing Countries
  - Storing Carbon in Closed-Loop Supply Chains Using Biogenic Materials
11. Development Workshop for the POM Special Issue on “New Business Models”, Dartmouth College, Aug. 2022 (*Refereed workshop*)
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition.”
12. MSOM Conference, Munich, Germany, June 2022 (*Refereed conference*)
  - Traceability Technology Adoption in Supply Chain Networks
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition”
13. POMS Annual Conference, Virtual, May 2022 (*Invited session chair and Presentation*)
  - Traceability Technology Adoption in Supply Chain Networks
  - Storing Carbon in Closed-Loop Supply Chains Using Biogenic Materials
14. Early-Career Sustainable Operations Workshop, U. Penn Wharton School, February 2022 (*Refereed workshop*)
  - Storing Carbon in Closed-Loop Supply Chains Using Biogenic Materials (*flash talk*)

15. INFORMS Annual Meeting, Anaheim, CA, Oct. 2021 (*Invited session chair and presentation*)
  - Traceability Technology Adoption in Supply Chain Networks
  - Operational Challenges for EMS Platforms in Developing Countries
  - Business Model Innovation for Ambulance Systems in Developing Countries: “Coordination and Competition.”
  - The Operational Origins of Child Labor in Cocoa Production
16. MSOM Sustainable Operations SIG Conference, Virtual, June 2021 (*Refereed workshop*)
  - The Value of Long-Term Relationships when Selling to Informal Retailers - Evidence from India.
17. POMS Annual Conference, Virtual, April 2021 (*Invited presentation*)
  - Panelist in a panel on Innovative Teaching in Sustainability
  - Traceability Technology Adoption in Supply Chain Networks
  - The value of long-term relationships when selling to informal retailers - Evidence from India
18. INFORMS Annual Meeting, Virtual, Nov. 2020 (*Invited session chair and presentation*)
  - Pricing and Job Allocation in Online Labor Platforms
  - Traceability Technology Adoption in Supply Chain Networks
19. INFORMS Annual Meeting, Seattle, WA, Oct. 2019 (*Invited session chair and presentation*)
  - Pricing and Job Allocation in Online Labor Platforms
  - Optimal Agricultural Supply Planning Under Climate Change: The Impact of Extreme Events
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
  - Operational Challenges for Decentralized Manufacturing
20. MSOM Conference, Singapore, June 2019 (*Refereed conference*)
  - Served as a discussant for the MSOM Sustainable Operations SIG
  - Warranty Matching in a Consumer Electronics Closed-Loop Supply Chain
  - Operations Management Challenges in a "Cloud Factory": Distributed Manufacturing of Handmade Goods in Kenya
21. Early-Career Sustainable Operations Workshop, University of San Diego, Feb. 2019 (*Refereed workshop*)
  - Optimal Agricultural Supply Planning Under Climate Change: The Impact of Extreme Events
22. INFORMS Annual Meeting, Phoenix, AZ, Oct. 2018 (*Invited session chair and presentation*)
  - Revenue Management for Repeated Customer Interactions
  - Optimal Agricultural Supply Planning Under Climate Change: The Impact of Extreme Events
  - Operational Challenges for Decentralized Manufacturing
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
23. International Symposium on Mathematical Programming, Bordeaux, France, July 2018 (*Invited presentation*)
  - Revenue Management for Repeated Customer Interactions
24. INFORMS Annual Meeting, Houston, TX, Oct. 2017 (*Invited presentation*)
  - Teaching Innovation in Sustainability
  - Revenue Management for Repeated Customer Interactions
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
25. MSOM Sustainable Operations SIG Conference, University of North Carolina, June 2017 (*Refereed workshop*)
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
26. MSOM Conference, University of North Carolina, June 2017 (*Refereed conference*)
  - Revenue Management for Repeated Customer Interactions
27. Conference of the International Federation of Operational Research Societies, Quebec City, Canada, April 2017 (*Invited presentation*)

- Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
- 28. Early-Career Sustainable Operations Workshop, University of Virginia, March 2017 (*Refereed workshop*)
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
- 29. INFORMS Annual Meeting, Nashville, TN, Nov. 2016 (*Invited session chair and presentation*)
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
  - Increasing the Quality of Agricultural Produce in Developing Countries
- 30. POMS Annual Conference, Orlando, FL, April 2016 (*Invited session chair and presentation*)
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
  - Increasing the Quality of Agricultural Produce in Developing Countries
- 31. INFORMS Annual Meeting, Philadelphia, PA, Nov. 2015 (*Invited presentation*)
  - Operational Strategies for Distributing Durable Goods in the Base of the Pyramid
  - Operations Management Issues in Consumer Electronics Closed-Loop Supply Chains
- 32. Sustainable Operations Workshop, Georgia Tech, Feb. 2015 (*Invited presentation*)
  - Operations Management Issues in Consumer Electronics Closed-Loop Supply Chains
- 33. INFORMS Annual Meeting, Minneapolis, MN, Nov. 2013 (*Invited presentation*)
  - Operations Management Issues in Consumer Electronics Closed-Loop Supply Chains
- 34. International Society for Inventory Research Summer School, Neuchatel, Switzerland, Aug. 2013 (*Refereed presentation*)
  - Operations Management Issues in Consumer Electronics Closed-Loop Supply Chains
- 35. MSOM Conference, Fontainebleau, France, June. 2013 (*Refereed presentation*)
  - Operations Management Issues in Consumer Electronics Closed-Loop Supply Chains
- 36. POMS Annual Conference, Denver, CO, May 2013 (*Invited presentation*)
  - Inventory Management in Consumer Electronics Closed-Loop Supply Chains
- 37. INFORMS Annual Meeting, Phoenix, AZ, October 2012 (*Invited presentation*)
  - Inventory Management in Consumer Electronics Closed-Loop Supply Chains
- 38. INFORMS Annual Meeting, Charlotte, NC, November 2012 (*Invited presentation*)
  - Inventory Management in Consumer Electronics Closed-Loop Supply Chains

### **C3. Invited Practitioner-Oriented Research Presentations and Seminars**

- |   |      |
|---|------|
| 1. *CHEP USA Senior Executive Meeting                                       | 2023 |
| 2. *G4 Education Club (meeting of CEOs of medium-sized Brazilian companies) | 2022 |
| 3. *Columbia Business School Supply Chain Innovation Network                | 2021 |
| 4. *Georgia Tech Renewable Bio Products Institute UN SDGs Workshop          | 2021 |
| 5. Dutch Strategy Forum (Co-Organized by INSEAD and McKinsey)               | 2019 |
| 6. INSEAD Visionaries Conference  | 2018 |
| 7. INSEAD Europe Alumni Forum   | 2018 |
| 8. Panelist, ChangeNow Forum  | 2018 |



## D. Grants and Contracts

1. Title of Project: Traceability and the Role of Blockchain  
Agency/Company: The Christopher Harborne Blockchain Research Fund at INSEAD  
Total Dollar Amount: € 14,040  
Role: PI  
Period of Contract: 1/1/2019 – 7/01/2020
2. Title of Project: Operations Strategy at the Base of the Pyramid  
Agency/Company: INSEAD R&D Fund and the Hoffman Global Institute for Business & Society  
Total Dollar Amount: € 37,000  
Role: PI  
Period of Contract: 1/1/2017 – 7/01/2020
3. Title of Project: Teams that Change the World  
Agency/Company: The Hoffman Global Institute for Business & Society  
Total Dollar Amount: € 10,300  
Role: co-PI  
Collaborator: Sujin Jang (co-PI)  
Period of Contract: 1/1/2018 – 7/01/2020

## E. Societal and Policy Impacts

### E1. Policy Impact

- Invited to co-organize and present my research at the *Chatham House's Waddeson Club*, a retreat for emerging political leaders from around the world to discuss the impact of climate change on policy and decision-making ([link](#)).
- Invited to The White House for a strategic discussion about the future of the Overseas Private Investment Company (OPIC) in 2017.

### E2. Media Coverage and Mentions

1. Student Startup WheelChariot Aims to Improve the Lives of People with Disabilities. *Georgia Tech News*. April 2023. [Link](#).
2. Making Ambulance Services Accessible and Affordable, *RSM Discovery*, March 2023. [Link](#)
3. Georgia Tech Launches a New Program to Grow More Sustainability-Focused Startups. *Hypepotamus*. January 2023. [Link](#).
4. Georgia Tech Launches Sustainable-X Entrepreneurship Program. *Georgia Tech Scheller College of Business News*. December 2022. [Link](#)
5. FUL of Promise. *INSEAD Alumni Magazine*. November 2021. [Link](#)
6. MBA Startups to Look Out For in 2020. *Business Because*. November 2019. [Link](#)
7. Championing Business Sustainability at INSEAD. *INSEAD News*. 2019. [Link](#)
8. INSEAD Professor Wins Prize for Sustainability Course. *INSEAD News*. 2019. [Link](#)
9. Meet the Most Disruptive MBA Startups of 2019. *Poets & Quants*. October 2019. [Link](#)
10. Meet the Professor of Extreme Operations. *INSEAD Alumni Magazine*. February 2017. [Link](#)

## F. Other Professional Activities

- **Head of Analytics**, Quant5, 2012
- **Summer Research Intern**, IBM Research, 2011 and 2012

## V. Education

### A. Courses Taught

#### At Georgia Tech

- **MGT 4803 – Building Sustainable Business Models** (Undergraduate Elective)
  - Spring 2024, One Section: 5 students.
- **MGT 6359 - Business Strategies for Sustainability** (Evening and full-time MBA elective)
  - Spring 2024, One Section (joint MBA/Evening MBA): 46 students.
  - Spring 2023, One Section (joint MBA/Evening MBA): 44 students.
- **Innovation Management Vertically Integrated Project (VIP)** (Undergraduate and graduate elective)
  - Note: This course does not award teaching units to faculty (it counts as service to the Institute)
  - Spring 2024, One section: 22 students.
  - Fall 2023, One section: 15 students
- **MGT 3501 – Operations Management** (Undergraduate core course)
  - Spring 2024, One section: 62 students.
  - Spring 2023, Two sections: 62 and 60 students.
  - Spring 2022, Three sections: 37, 58, and 59 students.
  - Spring 2021, Two sections: 64 and 59 students.
- **IMBA 6430 - Business Strategies for Sustainability** (EMBA core course)
  - *This is a team-taught class with other faculty*
  - Fall 2023, Two sections: 40 and 41 students.
  - Fall 2022, Two sections: 37 and 40 students.
  - Fall 2021, Two sections: 35 and 30 students.
  - Fall 2020, Two sections: 49 and 48 students.
- **Executive Education Module on Circular Economy** for Coca-Cola Executives
  - Fall 2023,. One section: about 40 students.
  - Spring 2023, One section: about 40 students.
  - Fall 2022, One section: about 40 students.

#### At INSEAD

- **Process and Operations Management** (MBA core course)
  - 2015, 2016, and 2017, Ten sections with an average section size of 70 students each.
- **Business Sustainability Thinking** (MBA elective)
  - 2016 to 2020, Ten sections with an average section size of about 35 students.
- **Identifying New Business Opportunities** (MBA elective)
  - 2017 to 2019, Four sections with an average section size of about 30 students
- **P0 Welcome Course** (Online optional MBA course for new students)
  - Created the “New Business Models” module.
  - 2017 to 2020, Estimated around 300 students per year.
- **Custom Executive Education Module on Sustainability and Innovation**
  - Duration varied from half a day to two days depending on the corporate program.
  - 2017 to 2019, Section sizes varied from 15 to 50 participants.

## B. Individual Student Guidance

### B1. Ph.D. Students

1. Dissertation Co-Advisor of **Donghyun (Daniel) Choi** (with Beril Toktay)
  - Expected Graduation: 2025 (Currently in 3<sup>rd</sup> year)
  - Completed qualifying written and research exams.
  - The advisory relationship started in Spring of 2021.
2. Dissertation Co-Advisor of **Philippe Blaettchen** (together with Sameer Hasija)
  - Was also committee co-chair at INSEAD (defense occurred in May 2021)
  - Dissertation title: *Rethinking Supply Chains: Technology, Coordination, and Sustainability in Modern Operations Management*.
  - The advisory relationship began in Spring 2017.
  - Current Position: Assistant Professor in Management Analytics at Bayes (formerly Cass) Business School of City, University London and Visiting Assistant Professor at London Business School.
  - Philippe's Dissertation won the 2022 INFORMS TIMES Best Dissertation Award.
3. Dissertation Co-Advisor of **Utku Serhatli** (together with Enver Yucesan)
  - Was also committee co-chair at INSEAD (defense occurred in June 2020).
  - Dissertation title: *Sustainability Issues in Agricultural Operations*.
  - The advisory relationship began in Fall 2016.
  - Current Position: Assistant Professor of Technology, Operations, and Innovation at Nova School of Business and Economics in Portugal.

### B2. MBA and MS Students

1. Independent Study Project Supervisor of **Anne Nai-tien Huang** (2019 and 2020)
  - This independent study created two case studies for the sustainability MBA and EMBA courses.
2. Independent Study Project Supervisor of **Sara Guaglio, Julia Streuli, and Cristina Prat** (2019)
  - The project resulted in Ful ([link](#)), a venture that won the 39<sup>th</sup> INSEAD Venture Competition (first out of about 100 participants) and became a funded startup ([link](#)).
3. Project Mentor of **Pedro Silveira and Thiago Gonçalves** (2019)
  - The project resulted in Alume ([link](#)), a venture that won the 38<sup>th</sup> INSEAD Venture Competition (first out of about 100 participants) and became a startup. ([link](#))
4. Independent Study Project Supervisor of **Tim Van Vliet and Saby Mailty** (2018)
  - The project resulted in INSEACT ([link](#)), a venture that won the 37<sup>th</sup> INSEAD Venture Competition (first out of about 100 participants) and became a funded startup ([link](#)).
5. Project Mentor of **Daniel Layung** (2017)
  - The project resulted in PeoplePods ([link](#)) a venture that won the 35<sup>th</sup> INSEAD Venture Competition (first out of about 100 participants) and became a funded startup ([link](#))
6. Independent Study Project Supervisor of **Waleed Khoury** (2016 and 2017)

- This independent study created a case study on the operational challenges of vertical farms and serves as a case study in MBA and EMBA courses (see case in Section IV)
- 7. Independent Study Project Supervisor of **Prabhdeep Singh, Jose Leon, and Antoine Poirson** (2016)
  - The project resulted in StanPlus ([link](#)) a venture that won the 32<sup>nd</sup> INSEAD Venture Competition (first out of about 100 participants) and became a funded startup. ([link](#))
- 8. Project Mentor of **Diana Jue-Rajasingsh** (2012)
  - The project evaluated the operational challenges of last-mile distribution in the BoP. It was the focus of a project in MIT's D-Lab Supply Chains course and contributed to the creation of Essmart. ([link](#))

### **B3. Undergraduate Students**

- 9. Idea to Prototype Project Advisor of **Tori Stopford and Gabriel Jones** (2022-present)
  - The project started as a course project in MGT 3501 and won 3<sup>rd</sup> place in the 2022 Georgia Tech Create-X I2P competition. The venture went on to win the Sustainable-X Showcase and was selected for Create-X's Startup Launch ([link](#))

### **B4. Service on Thesis or Dissertation Committees**

- 1. Dissertation Committee Member of **Lt. Col. Christopher Green**
  - Defense occurred in March 2023.
  - Dissertation title: Employee Evaluation and Performance Management.
  - For more on Chris's work, see [link](#).
- 2. Dissertation Committee Member of **Kate Astashkina**
  - Defense occurred in June 2019.
  - Dissertation title: Essays on Food Waste in Operations Management.
- 3. Dissertation Committee Member of **Konstantinos Stouras**
  - Defense occurred in March 2017.
  - Dissertation title: Incentive Design of On-Demand Marketplaces for Service and Innovation
  - The dissertation was a finalist for the *2017 INFORMS TIMES Best Dissertation Award*.

### **B5. Mentorship of Postdoctoral Fellows or Visiting Scholars**

- 1. Postdoctoral co-mentor of **Andreas Gernet** (2020 to 2021)
  - Postdoctoral project: New Business Models for Ambulances in Emerging Markets.
  - First Position: Assistant Professor of Sustainable Operations at Khüne Logistics University in Hamburg, Germany.
  - The mentorship relationship resulted in several papers (see Section IV-B), including Dr. Gernet's job market paper.
- 2. Postdoctoral mentor of **Stef Lemmens** (2018 to 2020)
  - Postdoctoral project: Data-Driven Analytics for Closed-Loop Supply Chains.
  - First Position: Assistant Professor of Technology and Operations Management at Erasmus University's Rotterdam School of Management.

## C. Educational Innovations and Other Contributions

### At Georgia Tech

1. Created a Vertical Integrated Project on Innovation in Research Administration (Fall 2023)
  - An undergraduate-focused interdisciplinary research project that takes an operations, management and business model innovation approach to increase the effectiveness of research management at Georgia Tech. ([link](#))
  - Results from a direct collaboration with Georgia Tech's Executive Vice President for Research office.
2. Redesigned the MGT 6359: Business Strategies for Sustainability MBA Course (Spring 2023)
  - Created a new entrepreneurship-focused final project where students proposed sustainable new business opportunities
  - Created new sessions on sustainable finance and sustainable marketing.
  - Implemented a new student blog as a classroom activity. ([link](#))
  - Added innovative sessions described in the Page-Prize-winning pedagogical proposal. ([link](#))
3. Modernized the MGT 3501: Operations Management Core Undergraduate Course (Spring 2021 to Spring 2023)
  - Designed several new sessions to include modern operations topics such as platform operations, sustainable operations, digital transformation, real-time fashion, etc.
  - Created new course final project where students applied tools from the course to develop new business models. Has generated at least one startup ([link](#)).
  - Added several new games, classroom activities, and problem sets inspired by practical problems and interview questions from FAANG and consulting companies.
4. Co-created (together with Stephen Chick) a new online idea tournament platform called Torneio ([link](#) – Spring 2021 to Spring 2023)
  - The project was part of the Create-X Jim Pope Fellowship.
5. Designed a new executive education session and classroom activity on the circular economy (Fall 2022)
  - The session was added to the EMBA course Business Strategies for Sustainability and was included as part of the Coca-Cola Supply Chain Excellence Program.
6. Co-led the creation of the bootcamp “Innovation Toolkit for Solving Sustainability Challenges” (Fall 2022)
  - Facilitated by Jackie Stenson (co-founder of Essmart).
  - The first edition had 30 participants from several USG institutions.

### At INSEAD

7. Wrote several new case studies for MBA and EMBA courses (see Section IV-C)
  - Two of these cases (see Fibbie Cornuda cases in IV-C) are some of the first to be cross-disciplinary between Organizational Behavior and Operations Management.
8. Created the new course Business Sustainability Thinking (Spring 2015 onwards)
  - The course served as the experimentation platform for material that would go on to win the 2018 Page Prize ([link](#))
  - Included a new course final project on business model innovation and sustainability, as well as a new student blog on climate change and digital transformation ([link](#))
  - Nominated for Best INSEAD MBA Elective in 2019.

- About 50 former students from the course organized a petition for the class to become a required core MBA class at INSEAD in 2019.
- 9. Created a new online session on business model innovation for incoming MBA students (Spring 2017 onwards)
  - The session included a new activity on the operations management of platforms.
- 10. Created several new sessions for the MBA Operations Management Core course (Spring 2015 onwards)
  - Was awarded the “INSEAED Best MBA Core Course” for three years and was a “runner-up” once.
  - New sessions included a session on the Toyota Production System using the movie “Jiro Dreams of Sushi,” a session on Sustainable Operations, a session on Supply Chain Contracts, and a session on process analysis.
- 11. Designed a session for incoming new tenure-track faculty at INSEAD on MBA teaching pedagogy as part of the iLite program. (2018 and 2019)

#### **At MIT**

- 12. Co-created (with Stephen Graves) the course “D-Lab: Supply Chains” (2013 and 2014)
  - The course aimed to teach Operations Management to students involved in MIT D-Lab projects. MIT D-Lab is an initiative to develop and advance collaborative approaches and practical solutions to global poverty challenges.
  - Students were a mix of MIT undergraduate and graduate students, as well as students from nearby universities, such as Harvard and Wellesley College.

## **VI. Service**

### **A. Professional Contributions**

- Co-Chair of the POMS Annual Conference track on Societal Development Operations in 2024
- Co-organizer of the Conference to Celebrate Prof. Steve Graves’s Legacy at MIT in 2022.
- Co-Chair of the MSOM – Sustainable Operations Cluster in the 2022 INFORMS Annual Meeting
- Co-Chair of the Sustainable Operations Track at the 2018 POMS Annual Conference.
- Co-Organizer of the MSOM Sustainable Operations Special Interest Group Meeting at the 2015 MSOM Conference.
- Invited session chair at the INFORMS Annual Meeting in 2016 and from 2018 to 2023.
- Invited session chair at the POMS Annual Conference in 2016, 2018, 2019, 2022 and 2023.
- Frequent referee for several best paper competitions such as the POMS College of Sustainable Operations Best Student Paper Award, and the Best Working Paper Award of INFORMS TIMES.
- Served as a referee for dozens of papers in MSOM, POM, and Management Science. My editorial contributions were recognized through the 2022 MSOM Meritorious Service Award.

### **B. Public and Community Service**

- Curriculum contributor, mentor, and judge in the 2017 and 2018 editions of the *UNLEASH Innovation Lab*. This is a 1-week program where hundreds of young people from around the world work together to translate sustainability challenges into impactful solutions that help achieve the UN Sustainable Development Goals. ([Link](#))
- In 2018, Co-organized the curriculum, presented, and helped mediate *Chatham House’s Waddeson Club*. This is an invite-only annual retreat for emerging public leaders from around the world to have frank conversations on how climate change is affecting policy and their decision making. ([Link](#))
- In 2017, presented and participated in workshops from the *Global Distributor Collective*, a collective of over 80 last-mile distributors, to discuss challenges and best practices for last-mile distribution in low-income regions of the world.

- In 2011, co-organized the *The First Meeting of Young Brazilian Scholars and Leaders in the US*.

## C. Institute Contributions

### At Georgia Tech

- **Institute Level:** Member of the *Sustainability Next Taskforce*, responsible for designing a sustainability strategic plan for Georgia Tech, 2021 and 2022.
- **Institute Level:** Coordinator of a new *Vertically Integrated Project* that aims to optimize research administration at Georgia Tech, Fall 2023 onwards.
- **College Level:** Co-Director of *Sustain-X*, 2022 onwards.
- **College Level:** Member of the *Faculty Annual Evaluation Rubrics and PTR Committee*, tasked to implement the new USG faculty review guidelines at Scheller College, 2022.
- **Area Level:** Co-organizer of the *Distinguished Speaker Series of the Operations Management Area*, 2021 onwards.
- **Area Level:** Actively engaged in faculty and Ph.D. recruitment (screening resumes, organizing visit logistics, interviewing, attending talks, etc.), 2021 onwards.

### At INSEAD

- **Institute Level:** Participated in planning, drafting proposals and fundraising for sustainability. These efforts led to a €50 million donation to create INSEAD's Hoffman Institute for Business and Society, 2016 to 2018.
- **Institute Level:** Presented at the INSEAD Visionaries Conference, an invite-only conference of the most distinguished INSEAD Alumni (most participants occupied C-Level positions), 2018.
- **Institute Level:** Organized sessions in the INSEAD Alumni Forum in 2017 and 2018.
- **Institute Level:** Taught in programs for new faculty focused on business school best pedagogical practices, 2018 and 2019.
- **Area Level:** Co-organized the Operations Management Area Retreat, 2019.
- **Area Level:** Organized Area Research Seminars, 2016 to 2019.
- **Area Level:** Actively engaged in faculty and Ph.D. recruitment, 2016 to 2020.