

MARCELO OLIVARES
molivares@columbia.edu

EDUCATION

University of Pennsylvania, The Wharton School, Philadelphia, PA

PhD, Operations and Information Management, 2007

Dissertation: "Econometric Analysis of Inventory and Capacity Management" (advisor Dr. Gerard Cachon)

M.A. in Statistics, 2006

University of Chile, Santiago, Chile

Industrial Engineer, School of Engineering, 2000

B.S., Industrial Engineering, 2000

EXPERIENCE

Visiting at Industrial Engineering Department, University of Chile, (2012-present)

Associate Professor, Decisions, Risk and Operations, Columbia Business School (2011-present, currently on leave of absence).

Assistant Professor, Decisions, Risk and Operations, Columbia Business School (2007-2011).

Instructor, Industrial Engineering Department, University of Chile, 2000-2002.

PUBLICATIONS

Structural estimation of the Newsvendor model: An Application to Reserving Operating Room Time, with C. Terwiesch and L. Cassorla, 2008. *Management Science* 54(1), pp. 41-55.

Competing retailers and inventory: An empirical investigation of General Motors' dealerships in isolated markets, with G. Cachon, 2009. *Management Science* 55(9), pp. 1586-1604

Drivers of inventory in the U.S. automotive industry, with G. Cachon, 2010. *Management Science*. 56(1), pp. 202-216.

Structural estimation of the effect of stock-outs, with A. Musalem, E. Bradlow, C. Terwiesch and D. Corsten, 2010. *Management Science* 56(7), pp. 1127-1145.

Combinatorial Auctions for Procurement: An Empirical Study of the Chilean School Meals Auction, with Gabriel Weintraub, Daniel Yung and Rafael Epstein. 2012. *Management Science* 58(8), pp 1458-1481.

Measuring the Effect of Queues on Customer Purchasing Behavior, with Yina Lu, Andres Musalem and Ariel Schilkrut. Forthcoming in *Management Science*.

UNPUBLISHED WORKING PAPERS

Severe Weather and Automotive Assembly Productivity, with Gerard Cachon and Santiago Gallino. (first version: October 2011). Under 2nd round review in Manufacturing and Service Operations Management.

Measuring the Performance of Large-Scale Combinatorial Auctions: A Structural Estimation Approach, with Sang Won Kim and Gabriel Weintraub (first version: May 2012). Under 2nd round review in Management Science.

Managing Hospital Recovery Units: An Empirical Study of Capacity Allocation and its Implication on Patient Outcomes, with Song-Hee Kim, Carri Chan and Gabriel Escobar. (first version: May 2012). Under 2nd round review in Management Science.

WORK IN PROGRESS

Estimating the Effect of Inventory on Demand, with Santiago Gallino and Gerard Cachon. In preparation to be submitted.

Multitasking and Productivity in IT services, with Yina Lu and Aliza Heching.

INVITED TALKS

Taller de Organizacion Industrial, Universidad de Chile, December 2012, Viña del Mar, Chile.

Universidad Torcuato Di Tella, December 2012, Buenos Aires, Argentina.

NBER Summer Institute Industrial Organization Workshop, July 2012, Boston MA.

Duke, April 2012, Durham, NC.

HBS, December 2011, Boston, MA.

COER, May 2011, Harvard Business School, Boston, MA.

Cornell University, October 2010, Ithaca, NY.

MIT Sloan, September 2010, Boston, MA.

Columbia University, Industrial Organization and Strategy Seminar, New York, NY.

COER, May 2010, Wharton, Philadelphia, PA.

Smeal School of Business, Penn State, April 2010.

Workshop on Empirical Research in OM, November 2008, Wharton, Philadelphia, PA.

International Motor Vehicle Program Conference, June 2007, Philadelphia, PA.

DOTM ,UCLA Anderson School of Management. March 2007.

Workshop on Empirical Research in OM, September 2006, Wharton. Philadelphia, PA.

Job market talks (January-March 2007): Washington University, University of Maryland,

University of North Carolina, New York University, Georgia Tech, Columbia, Harvard,

University of Virginia, University of Texas at Austin, Stanford, INSEAD, University of Chicago,

Northwestern University

CONFERENCE PRESENTATIONS

Measuring the effect of queues on customer purchases

M&SOM Service Operations SIG, June 2011, Ann Arbor, MI.
 LBS Innovation in Operations Conference, June 2011, London, UK
 M&SOM conference, June 2010, Haifa, Israel.
 INFORMS International, June 2010, Buenos Aires, Argentina
 POMS conference, May 7-10, 2010, Vancouver, Canada
 INFORMS conference, October 2009, San Diego CA.

Designing Combinatorial Auctions: An Empirical Analysis of the Chilean School Meals Auction
 M&SOM Supply Chain Management SIG, June 2010, Technion, Haifa, Israel.
 INFORMS International, June 2010, Buenos Aires, Argentina
 INFORMS conference, October 2009, San Diego CA
 MSOM conference, June 2009, MIT Sloan, Boston MA
 INFORMS conference, October 2008, Washington DC

Measuring the Effect of Global Sourcing on Inventory Performance of U.S. Retailers
 POMS conference, May 7-10, 2010, Vancouver, Canada

Estimating the inventory billboard effect, INFORMS conference, October 2009, San Diego CA.

Structural Estimation of the Effect of Stock-outs
 MSOM conference, June 2008, University of Maryland, MD
 INFORMS conference, November 2007, Seattle, WA.

Competing retailers and inventory: An empirical investigation of U.S. automobile dealerships.
 INFORMS conference, November 2007, Seattle, WA.
 POMS conference, May 2007, Dallas, TX.
 INFORMS conference, November 2006, Pittsburgh, PA.

Drivers of finished goods inventory in the U.S. automobile industry
 INFORMS conference, October 2009, San Diego CA.
 MSOM conference, June 2006, Atlanta, GA.
 INFORMS conference, November 2005, San Francisco, CA.
 MSOM conference, June 2005, Evanston, IL.

Structural estimation of the newsvendor model: Theory and application
 INFORMS conference, November 2006, Pittsburgh, PA.
 INFORMS Conference, November 2005, San Francisco, CA.

TEACHING MATERIAL

“Beleza Natural”, with Omar Besbes, Nelson Fraiman, Maria Jose Quinteros and Gabriel Weintraub. September 2011. Case used in the Operations Management MBA core.

“Improving Customer Engagement”, with Andrew Shin. September 2011. Case used in the Operations Management MBA core.

“Lean Operations: From Efficiency to Profit”, with Trevor Harris, Omar Besbes and Gabriel Weintraub, January 2011. Case used in the Operations Management MBA core.

“Beer Game: A Supply Chain Simulation”, with Fangruo Chen, Columbia CaseWorks, July 2008.

COURSES

Columbia Business School

MBA core course “Operations Management” (2008-2011)

Doctoral course in Mathematical Statistics and Data Analysis (2008-2010)

Universidad de Chile, Industrial Engineering Department.

MBA course in Operations Management (2012, Global MBA program)

Undergraduate course in Statistics and Data Analysis (2012)

Undergraduate course in Operations Management (2012)

Undergraduate course in Management Information Systems (2000-2002)

Undergraduate course in Optimization (2000)

EXECUTIVE EDUCATION

National Retail Federation Convention, Big Ideas session, “Video Communications: Evolving Your Relationship with Customers, Employees and the Bottom Line”, (with CISCO-IBM). New York, Jan 11, 2011.

Stifel Summer School (at Columbia Business School), “Measuring the Effect of Customer Service Levels”, New York, August 4, 2010.

Entrepreneurship and Competitiveness in Latin America (ECLA), Columbia Business School 01/2010 -01/2011. Student advisor in process improvement projects.

Indian Institute of Management-Ahmedabad (at Columbia Business School), November 9-13, 2009, four sessions on Operations Management.

Taller de Ingenieria y Sistemas, “Incentives in Supply Chain Management”, July 2004, Santiago, Chile.

RESEARCH GRANTS

Principal Investigator, Fondecyt, Project #1120898 “Measuring the Value of Customer Service in Retailing” (awarded by Conicyt, Chile, equivalent to NSF)

CIBER/Chazen Research Grant (2010)

Columbia Business School, Social Enterprise Center (2008-2009)

The Wharton School, Baker Retailing Initiative (2006)

CONSULTING

O’Neill, demand forecasting (with G. Cachon), 2005-2006.

Costumer Gallery, demand forecasting (with Y.S. Zheng), 2003-2004.

Aracruz Cellulose, decision support system for forest planning (with R. Epstein), 1999-2000.

AWARDS

Management Science Distinguished Service Award, 2010.

M&SOM Meritorious Service Award, 2010

M&SOM Meritorious Service Award, 2009.

1st prize, Student Paper Competition, Production and Operations Management Society, College of Supply Chain Management, 2007.

OPIM Outstanding Scholar Award, The Wharton School, University of Pennsylvania, 2005.

Doctoral Fellowship, The Wharton School, University of Pennsylvania, 2002-2007.

Presidente de la Republica, Fellowship, MIDEPLAN, Chile, 2002.

Best undergraduate thesis, 2001, ICHIO (Chilean OR Society).

Second place in undergraduate thesis competition, 2001, SADIO (Argentinean OR Society).

STUDENT SUPERVISION

Doctoral Dissertation Committee

Decision Risk and Operations, Columbia Business School:

Yina Lu (advisor), Sang-Won Kim (co-advisor)

Part of the advisory committee for Roger Lederman and Margaret Pierson (2010-2012)

IEOR, Columbia University:

Song Hee (Hailey) Kim (co-advisor).

Columbia University, Economics Dept.: committee of Carlos Montes (2010)

Wharton, Univ. of Pennsylvania: committee of Santiago Gallino, Antonio Moreno (2011)

Other:

Daniel Yung Mehoyas, Master in Operations Management, Departamento de Ingenieria Industrial, Universidad de Chile (2009).

MEDIA

Financial Times, February 10, 2012, reference to article “Severe Weather and Automobile Assembly Productivity”.

Knowledge@Wharton, February 2, 2012, “Productivity Losses from Plant Weather”.

Columbia Business School Ideas@Work, “Winning Combinations”, October 31, 2011

Columbia Business School Ideas@Work Research Brief, “Measuring the Effect of Queues on Customer Purchases”, August 23, 2011

Columbia Business School Ideas@Work, “Dealing with Detroit”, July 28, 2009.

Columbia Business School, Public Offering, “How Closing Car Dealerships Will Help the Auto Industry”, July 15, 2009.

Columbia Business School Ideas@Work, “Found your dream car? Thank the competition”, March 6, 2008.

SERVICE

Columbia Business School

DRO Recruiting Committee, 2011-2012.

Research Database Committee, 2011-2011.

DRO, Recruiting Committee, 2010.

DRO, Seminar Coordinator, 2008-2011.

Columbia Business School, Teaching Mentor, 2009.

Conference Organization

Organizing Committee, M&SOM Conference, Columbia University, June 2012

Joint Organizer, LBS Conference on Innovation in Operations, 2009-2011.

Joint Organizer, Empirical Workshop in Operations Management, 2010-2011.

Session Chair, Revenue Management Conference, 2011.

Session Chair, INFORMS Annual Conference, 2008-2011.

PROFESSIONAL ACTIVITIES

Senior Editor, POMS Special Issue OM in China, 2010.

Referee: Management Science, Manufacturing and Service Operations Management, Production and Operations Management, Marketing Science, Journal of Operations Management, California Management Review, Conicyt (Chilean NSF).

Associate Editor, “Revista Ingenieria de Sistemas”, Industrial Engineering Department, Universidad de Chile (2001-2002).

Professional memberships: INFORMS, POMS.