

MARCELO OLIVARES

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

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

Associate Professor, Decisions, Risk and Operations, Columbia Business School (2011, 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
- *Best student paper awarded by the Productions and Operations Management Society.*

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. 2013. *Management Science* 59(8):1743-1763.
- *1st prize in 2012 M&SOM student paper competition (awarded to Yina Lu)*

Measuring the Performance of Large-Scale Combinatorial Auctions: A Structural Estimation Approach, with Sang Won Kim and Gabriel Weintraub. *Management Science* 60(5); pp. 1180–1201.

- *Finalist in the 2012 M&SOM student competition (awarded to Sang Won Kim)*

UNPUBLISHED WORKING PAPERS

Does Adding Inventory Increase Sales? Evidence of a Scarcity Effect in U.S. Automobile Dealerships, with Santiago Gallino and Gerard Cachon (last version: June 2013). Submitted.

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. (last version: January 2013). Submitted.

- *Finalist in the Pierskalla Award 2013.*

- *1st prize in 2013 M&SOM student paper competition (awarded to Song Hee Kim).*

Severe Weather and Automotive Assembly Productivity, with Gerard Cachon and Santiago Gallino. (last version: December 2012).

Identifying Competitors in Markets with Fixed Product Offerings, with Roger Lederman and Garrett van Ryzin (first version: December 2013)

Productivity Analysis in Services Using Timing Studies, with Yina Lu and Aliza Heching. (February 2014)

WORK IN PROGRESS

Retail in High Definition: Using Video Analytics in Staffing and Salesforce Planning, with Andres Musalem, Nicolas Garcias and Ariel Schilkrut. Manuscript in preparation.

INVITED TALKS

Seminario FACEA, Universidad Catolica, Noviembre 2013, Santiago, Chile.

Seminario Gestion de Operaciones, Universidad Adolfo Ibañez, Noviembre 2013, Santiago, Chile

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

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

Seminario Centro Economia Aplicada, Univ. de Chile, November 2012, Santiago, Chile.

Duke, April 2012, Durham, NC.

HBS, December 2011, Boston, MA.

Consortium for Operational Excellence in Retail, May 2011, HBS, Boston, MA.

Cornell University, October 2010, Ithaca, NY.

MIT Sloan, September 2010, Boston, MA.

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

Consortium for Operational Excellence in Retail, May 2010, Wharton, Philadelphia, PA.

Smeal School of Business, Penn State, April 2010.

DOTM ,UCLA Anderson School of Management. March 2007.

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

SELECTED CONFERENCE PRESENTATIONS

Measuring the Performance of Large Scale Combinatorial Auctions: A Structural Estimation Approach

ACM Conference on Electronic Commerce, Philadelphia, June 2013.

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

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.

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

Structural Estimation of the Effect of Stock-outs

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

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.

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

INFORMS conference, November 2007, Seattle, WA.

POMS conference, May 2007, Dallas, TX.

Drivers of finished goods inventory in the U.S. automobile industry

INFORMS conference, October 2009, San Diego CA.

MSOM conference, June 2006, Atlanta, GA.

Structural estimation of the newsvendor model: Theory and application

INFORMS conference, November 2006, Pittsburgh, PA.

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

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 at CBS.

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

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

“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 (2008-2011)

Universidad de Chile, Industrial Engineering Department.

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

Undergraduate course in Statistics and Data Analysis (2012-2013)

Undergraduate course in Operations Management (2012-2013)

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.

STUDENT SUPERVISION

Doctoral students:

Decision Risk and Operations, Columbia Business School:

Yina Lu (advisor, currently post-doc at Wharton)

Sang-Won Kim (advisor, currently faculty at CUHK)

Part of the advisory committee for Serdar Simsek, Roger Lederman, Margaret Pierson (2010-2013)

IEOR, Columbia University:

Song Hee (Hailey) Kim (co-advisor, expected graduation 2014).

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

Wharton, Univ. of Pennsylvania: committee of Santiago Gallino (2012), Antonio Moreno (2011)

Other:

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

RESEARCH GRANTS

Principal Investigator, Columbia-Chile grant, "Public Procurement Mechanisms: From Practice to Research (and Back Again)", 2014-2015

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)

AWARDS

Best Professor Award, Departamento de Ingenieria Industrial, Universidad de Chile, 2013.

Best Professor Award, Global MBA program, Departamento de Ingenieria Industrial, Universidad de Chile, 2012.

Management Science Meritorious Service Award, 2012.

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).

CONSULTING

Walmart Chile (with Andres Musalem and Ricardo Montoya). Development of stock-out detection system based on transaction data. 2013-2014.

Zheta Pricing. Decision support system for markdown pricing for medium/small retailers. 2013.

Other consulting projects: O'Neill, Costumer Gallery, Aracruz Cellulose.

MEDIA

BusinessWeek, October 7 2013. "Are You Too Rich to Wait in Line?". Reference to article "Measuring the Effect of Queues in Customer Purchases".

Harvard Business Review "The Daily Stat" October 4, 2013. "Customers Care More About a Line's Length than How Fast It Moves". Reference to article "Measuring the Effect of Queues in Customer Purchases"

Strategy+Business, September 19, 2013, "Variety, no quantity, drives car sales". Reference to article "Does Inventory Affect Sales?".

Revista Portafolio de Retail, Diario Financiero, May 2013, pgs 80-83. "El decisivo factor 10", summary of the research article "Measuring the Effect of Queues on Customer Purchases".

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, 2010-2012.
Research Database Committee, 2011-2012.
DRO, Seminar Coordinator, 2008-2011.
Columbia Business School, Teaching Mentor, 2009.

Dpto. Ingenieria Industrial, Universidad de Chile

Advisory Board, Global MBA Program, 2012-present
Search and Hiring Committee, 2013-present
Advisory Board on Executive Education, 2012-present

Conference Organization

Organizing Committee, Supply Chain Management SIG, Insead, July 2013.
Organizing Committee, M&SOM Conference, Columbia University, June 2012.
Organizing Committee, LBS Conference on Innovation in Operations, 2009-2014
Organizing Committee, Empirical Workshop in Operations Management, 2010-2013.
Session Chair, Revenue Management Conference, 2011.
Session Chair, INFORMS Annual Conferences, 2008-2013.

PROFESSIONAL ACTIVITIES

Editorial work

Associate Editor, Management Science, (starting July 2014).

Associate Editor, MSOM, Special Issue on “Practice-Oriented Research” 2014-present

Senior Editor, POMS, “Industry Studies and Public Policy” department. 2014-present

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

Reviewer for Management Science, Manufacturing and Service Operations Management, Operations Research, Production and Operations Management, Marketing Science, Journal of Operations Management, Mathematical Programming, Journal of Econometrics, California Management Review, Conicyt (Chilean NSF).

Professional memberships:

Institute for Operations Research and Management Science (INFORMS)
Production and Operations Management Society (POMS).