

Fredrik Ødegaard

January 24, 2012

CONTACT INFORMATION

Richard Ivey School of Business
University of Western Ontario
1151 Richmond Street North
London ON N6A 3K7
Canada

phone: (519) 661 - 4278
fax: (519) 661 - 3485
email: fodegaard@ivey.uwo.ca
www.ivey.uwo.ca/faculty/Fredrik_Odegaard.htm

EDUCATION

Sauder School of Business, UBC, Vancouver, Canada
Ph.D. Management Science (2008)

Stanford University, Stanford, USA
M.S. Statistics (1998)
M.S. Engineering-Economic Systems and Operations Research (1997)

Arizona State University, Tempe, USA
B.S. Purchasing and Logistics Management (Minors: Mathematics, Philosophy; 1996)

EMPLOYMENT

Richard Ivey School of Business, UWO, London, Canada **July 2007 - present**
Assistant Professor
Cross-Appointment: Department of Applied Mathematics

Sauder School of Business, UBC, Vancouver, Canada **Sept 2002 - June 2007**
Instructor - Introduction to Operations Management (2006)
Project Advisor, Centre for Operations Excellence - Vancouver Coastal Health Authority (2004),
Workers Compensation Board (2003)

R.R. Institute of Applied Economics, Malmö, Sweden **Feb 2001 - Dec 2010**
Programme Director (2001 - 2002), *Research Associate* (2002 - 2010)
Clients include: Novo Nordisk, Swedish Armed Forces Head Quarters, Swedish national study
on investment in employer health and production efficiency, Danish Ministry of Energy

i2 Technologies, Copenhagen, Denmark **Nov 1998 - Feb 2001**
Solution Architect/Post-Sales Consultant
Projects included: Fujitsu-Siemens Computers, Nokia, Lucchini, Infineon, Royal Copenhagen

TEACHING - UNIVERSITY OF WESTERN ONTARIO

Courses Taught, Ivey School of Business

- MSc Elective - Decision Making with Analytics (6.2 2010, - 2011)
- MBA Elective - Competing with Analytics (5.2 2009)
- HBA2 Elective - Management Science for a Competitive Advantage (6.3 2009, 5.2 2010, - 2011)
- HBA2 Elective - Revenue Management (6.1 2009, 5.6 2010)
- HBA2 Elective - Directed Studies (2009, 2010)
- HBA1 Core - Competing with Analytics (5.9&6.1 2007, 6.0&5.5 2008)
(evaluations out of 7)

Student Supervision

- Daero Kim, PhD co-supervisor (2011-present)
- Reza Mahjoub, PhD co-supervisor (2009-present)

- Foad Hassanmirzaei, PhD co-supervisor (2009-present)
- Irene Baby, MITACS Globalink internship (2011)
- Andrew Brennan, NSERC undergraduate summer internship (2010)

Examination Committee Member

- Craig Sorochuk, Ivey PhD (27 Oct 2011)
- Jin Won Choi, Applied Math PhD (18 Nov 2011)

Course Development, Ivey School of Business

- MSc Elective - Decision Making with Analytics (2010)
- HBA2 Elective - Revenue Management (2009)

PUBLICATIONS

- Ødegaard and Puterman. Selling in Channels with Uncertain Price. *Journal of Revenue and Pricing Management*, forthcoming 2011
- Ødegaard and Puterman. Estimating Intermediate Price Transitions in Online Auctions. *Applied Stochastic Models in Business and Industry*, forthcoming 2011
- de Zordo, Ahmed, Odegaard, Jaschke, Chhem, Klauser, and Romagnoli. Calcific tendinopathy: Double-needle US-guided therapy. *Ultraschall in der Medizin/European Journal of Ultrasound*, Vol.32 (1), Jan 2011
- Odegaard, Quee, Chen, and Puterman. Using Operations Research Methods to Improve the Efficiency of Hospital Porter Services - Part I: Study Objectives and Results. *Journal for Healthcare Quality*, Vol.29 (1), 2007
- Odegaard, Quee, Chen, and Puterman. Using Operations Research Methods to Improve the Efficiency of Hospital Porter Services - Part II: Staff Schedule Optimization and Porter Operations Simulation Model. *Journal for Healthcare Quality*, Vol.29 (1), 2007
- Chen, Gerschman, Odegaard, Puterman, Puterman, and Quee. Designing an Efficient Hospital Porter System. *Health Care Quarterly*, Aug 2005

WORK IN PROGRESS

- Mahjoub, Ødegaard, and Zaric. Modeling a Pay-for-Performance Risk Sharing Agreement (under review *J. Operational Research Society*, Jan 2012)
- Hassanmirzai, Ødegaard, and Yan. Customer Revenue Sharing Program in Online Social Media (under review *Operations Research*, Jan 2012)
- Ødegaard and Roos. The Effect of Health Status and Psychosocial Work-Environment on Firm Productivity (under review *Production and Operation Management*, Dec 2011)
- Ødegaard and Roos. Evaluating the Outcome of Worksite Health Promotion Programs: An Application of Structural Equation Modeling with Ordinal Data (*R&R Euro. J. Health Economics*, Nov 2011)
- Anderson and Ødegaard. Retail Selling with All-Pay Auctions (*R&R Management Science*, Oct 2011)
- Brennan, Ødegaard, and Zaric. Factors Predicting Retention and Cessation of Methadone Maintenance Treatment (draft available, Aug 2010)
- Brennan, Krishnamoorthy, and Ødegaard. Strategies and Arbitrage in Online Sports Betting (draft available, Aug 2010)

REPORTS

- Ødegaard. Analytical and Empirical Models of Online Auctions. PhD Thesis, University of British Columbia, July 2008
- Roos, Odegaard, Fare, Bergstrom, Bertilson, and Jensen. Health and Productivity - Final Report: Part II. The AHA study; Work and Health in the Process and Manufacturing Industry. *Section of Personal Injury Prevention, Department of Clinical Neuroscience, Karolinska Institute (Swedish only)*. Nov 2005
- Chen, Gerschman, Odegaard, Puterman, Puterman, and Quee. Improving Efficiency of Porter Operations in Two Vancouver Hospitals. *Center of Health Care Management, UBC*. June 2005
- Jensen, *et al.* Health and Productivity - Final Report: Part I. The AHA study; Work and Health in the Process and Manufacturing Industry. *Section of Personal Injury Prevention, Department of Clinical Neuroscience, Karolinska Institute (Swedish only)*. July 2004

CASES & NOTES

- Odegaard, Engelking, Head, Rabson, and Sharp. Student Plays Fantasy Hockey (B), *Ivey Publishing*, 9B10E018, Jun 2011
- Odegaard, Engelking, Head, Rabson, and Sharp. Student Plays Fantasy Hockey (A), *Ivey Publishing*, 9B10E017, Jun 2011
- Odegaard and Brennan. Note on Logistic Regression - Statistical Significance of Beta Coefficients, *Ivey Publishing*, 9B10N014, Aug 2010
- Odegaard and Brennan. Note on Logistic Regression - The Binomial Case, *Ivey Publishing*, 9B10E012, July 2010
- Cohen and Odegaard. Peace Matunda, *Ivey Publishing*, Pending Release, April 2010
- Odegaard. Note on Logistic Regression, *Ivey Publishing*, 9B10E005, Feb 2010
- Odegaard. Note on Quantity Based Revenue Management: The Single Resource Case, *Ivey Publishing*, 9B09E026, Nov 2009
- Odegaard. Replacing El Poderoso (with Teaching Note), *Ivey Publishing*, 9B09E025 (8B09E25), Nov 2009
- Odegaard. Online Auctions - Dell Financial Services (A), *Ivey Publishing*, 9B09E022, Oct 2009
- Bell and Odegaard. Toronto Rehab, *Ivey Publishing*, 9B09E016, Oct 2009
- Metcalf and Odegaard. Vancouver General Hospital: Improving Porter Efficiency (A), *Ivey Publishing*, 9B09E017, Oct 2009

CONFERENCE
PROCEEDINGS

- Odegaard, Roos, and Jensen. EQ-5D and lifestyle in a panel of Swedish employees 2000-2004, *24th Scientific Plenary Meeting of the EuroQol Group*, Proceedings:381-383, 2007

INVITED TALKS

- Dept. of Operations Management, University of Chicago, USA, Nov 2011
- Dept. of Production Management, Lund University, Sweden, Sept 2011
- Dept. Mgt. Sci. and Info. Sys., Rutgers Business School, USA, Mar 2011
- Dept. of Management Sciences, Univ. Waterloo, Canada, Sept 2010
- The Institute for Labour Market Policy Evaluation, Uppsala, Sweden, June 2010
- Dept. of Statistics & Actuarial Science, Univ. Western Ontario, Canada, Nov 2009
- XIV Latin-Ibero American Congress on Operational Research (CLAIO 2008), Semi-Plenary Speaker, 2nd ALIO/INFORMS Workshop on OR Education, Cartagena, Columbia, Sept 2008
- Fac. de Ciències Econòmiques i Empresariales, Universitat Pompeu Fabra, Spain, Jan 2007
- Fac. de Ciências Económicas e Empresariais, Univ. Católica Portuguesa, Portugal, Jan 2007
- Production, Technology and Operations, IESE Business School, Spain, Jan 2007

- Operations and Technology, IE Business School, Spain, Jan 2007
- Ivey School of Business, Univ. Western Ontario, Canada, Jan 2007
- Dept. of Production Management, Lund University, Sweden, May 2006

CONFERENCE
PRESENTATIONS
(selected invited
sessions only)

Research

- Retail Selling with All-Pay Auctions. INFORMS Charlotte, Nov 2011
- Modeling a Risk Sharing Agreement INFORMS Charlotte, Nov 2011
- Retail Selling with All-Pay Auctions. INFORMS Revenue Mgt. Columbia Univ., June 2011
- Effect of Health on Firm Productivity. INFORMS Healthcare Montreal, June 2011
- Selling in Channels with Uncertain Price. INFORMS Revenue Mgt. Cornell Univ., June 2010
- Analytical and Empirical Analysis of Online Auctions. CLAIO Columbia, Sept 2008
- Optimal Release and Empirical Analysis of Online Auctions. IFORS South Africa, July 2008
- Empirical Investigation of Online Auction Dynamics. CORS London, May 2007
- Optimal Release of Inventory Using Online Auctions. CORS London, May 2007
- Price Variation and Release Strategies of Online Auctions. INFORMS Pittsburgh, Nov 2006
- Price Variability of Online Auctions and MSOM Atlanta, June 2006
- Optimal Inventory Release Using Online Auctions. INFORMS San Francisco, Nov 2005
- Improving the Efficiency of Porter Operations in INFORMS San Francisco, Nov 2005
- Efficiency of Portering Operations. CORS Halifax, May 2005
- Measurement of Efficiency and Productivity Changes from Investment in Employees' Health. North American Productivity Workshop, Union College, June 2002

Education

- Case Based Learning. CORS St. John's, May 2011
- Workshop on Teaching OR using Cases. EURO XXIV Lisbon, July 2010
- Case-Based Teaching of Rev Mgt. INFORMS Revenue Mgt. Cornell Univ., June 2010
- Ruminations from a Rookie MS/OR Professor. IFORS South Africa, July 2008
- Bringing the Real World of OR into the Classroom (Workshop with P. Bell and G. Rand). IFORS South Africa, July 2008
- Dazzle them with Math. CORS Québec, May 2008
- Teaching OR/MS Using Spreadsheets - Curse or Blessing. CORS Québec, May 2008

SERVICE

Ivey School of Business

- *PhD Coordinator*, Management Science (2009 - present)
- *Search Committee*, Management Science (2008, 2009)
- *Search Committee*, Centre for for Building Sustainable Value (2010)
- *Faculty Liaison*, Ivey Connects (2007 - 2010)
- *Appeals Committee*, Academic Integrity (2009)

Canadian Operational Research Society

- Council Member and Chair of Education Program (July 2010 - present)
- Cluster Chair CORS Annual Conference (2008, 2011)

Ad-hoc Reviewer

Production and Operations Management, INFORMS Transactions on Education, Forest Science, NSERC, Fonds Société et Culture, MSOM Conference 2011, Socio-Economic Planning Sciences

GRANTS

- MITACS Globalink Program, Canada, *Risk Sharing Contracts Between Healthcare Payer and Pharmaceutical Drug Manufacturers*, (2011)
- NSERC Discovery Grant, Canada, *Dynamics of Online Auctions* (PI), \$85,000 (2009-2014)
- IFAU, Sweden, *Investment in work related psycho-social health and its effect on productivity* (PI), SEK 535,800 (2009-2010)

HONORS AND AWARDS

- Cross-Enterprise Leadership Centre Fellowship 2008, 2010 - *Centre for Building Sustainable Value, Ivey School of Business*
- CORS 2007 Student Paper Competition (Winner) - *Optimal Release of Inventory Using Online Auctions: The Two Item Case*
- CORS 2005 Practice Prize Competition (Winner) - *Improving Efficiency of Porter Operations in Two Vancouver Hospitals*
- UBC: E.D. McPhee Fellowship (2002-2006); ASU: Magna Cum Laude, Harry B. Wiggins award

PROFESSIONAL AFFILIATIONS

INFORMS, CORS