

Fredrik Ødegaard

March 13, 2025

CONTACT INFORMATION

Ivey Business School
Western University
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EMPLOYMENT

Ivey Business School, UWO, London, Canada **2007 - present**

Associate Professor (with tenure), 2015 -
Assistant Professor, 2007 - 2015
Cross-Appointment: Dept. Applied Mathematics, 2009-2020
On leave at Faculty of Engineering, Lund University, Sweden, 2013-2014
Sabbatical leaves: 2016-2017; fall 2021
Visiting Scholar: Ross School of Business, Univ. Michigan, 2018; 2019; 2020; 2021

Odegaard Analytics, Inc., London, Canada **2017 - present**

Team Principal - Executive Education & Consulting Services
Consulting Services within Management, Business Analytics, AI, Revenue Management, Statistics; Past Engagements: Hotel Casino, Precious Metal Mining, Apartment Rental,...

Sauder School of Business, UBC, Vancouver, Canada **2002 - 2007**

Instructor - Introduction to Operations Management (2006)
Project Advisor, Centre for Operations Excellence, Projects: Vancouver Coastal Health Authority (2004), B.C. Workers Compensation Board (2003)

R.R. Institute of Applied Economics, Malmö, Sweden **2001 - 2010**

Programme Director (2001 - 2002), *Research Associate* (2002 - 2010)
Clients include: Novo Nordisk; Swedish Armed Forces Head Quarters; Swedish Inst. Evaluation of Labor Market and Education Policy; Danish Ministry of Energy

i2 Technologies, Copenhagen, Denmark **1998 - 2001**

Solution Architect/Post-Sales Consultant
Projects included: Fujitsu-Siemens Computers; Nokia; Lucchini; Infineon; Royal Copenhagen

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)

TEACHING - WESTERN UNIVERSITY

Courses Taught, Ivey Business School
(academic year; evaluations available upon request)

- EMBA – Core
Competing with Analytics ('18, 2 sec; '19, 2 sec; '22, 2 sec; '23, 3 sec; '24 2 sec)
Advanced Analytics ('17)
- MBA – Elective

Big Data Analytics ('17; '18)
 Competing with Analytics ('09; '18; '19; '20; '21; '22; '23)
 Directed Reading ('15; '22)
 Study Trip ('23 Costa Rica; '24 Portugal)

- AMBA – Core
 Advanced Business Analytics ('19; '20; '21; '22; '23; '24)
- MSc

<u>Core</u> Business Statistics ('14; '15) Big Data Analytics ('15)	<u>Elective</u> Decision Making with Analytics ('10; '11) Creative Analytics ('17; '18) Research Project ('21)
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- HBA

<u>Core</u> Competing with Analytics ('07, 2 sec; '08, 2 sec) Ivey Field Project ('15; '17)	<u>Elective</u> Competing w. Analytics ('09; '10; '11; '12; '14; '15, 2 sec) Revenue Management ('09; '10; '12; '19; '20) Creative Analytics ('15) Directed Studies ('09, '10, '15, '20; '21; '24)
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- PhD
 Foundations of Management Science I ('12; '14; '15; '17)
 Foundations of Management Science II ('12; '14)
 Foundations of Management Science III ('20)
 Directed Reading ('15)

Course Development, Ivey School of Business

- AMBA core [1] – Advanced Business Analytics (2019)
- PhD core [3] – Foundations of Management Science I and II (2012); Fnd. Mgmt Sci III (2020)
- MSc core [1] – Big Data Analytics (2015)
- MSc elective [3] – Decision Making with Analytics (2010); Big Data Analytics (2015); Creative Analytics (2017)
- HBA2 elective [2] – Revenue Management (2009); Creative Analytics (2015)
- EMBA elective [1] – Advanced Analytics (2017)

Training of Highly Qualified Personnel

- [Roza Azizi](#), PhD co-supervisor (2023–)
- [Anthony McCreery](#), PhD supervisor (2023–)
- [Yongqin Lei](#), PhD co-supervisor (2020–2024; Defense 3 May, 2024)
- [Jafar Sadeghi](#), PostDoc co-supervisor (2020–2023)
- [Sudipendra Nath Roy](#), PostDoc supervisor (2019–2022)
- Ramin Alahdad, PhD co-supervisor (2020–2021)
- [Daero Kim](#), PhD co-supervisor (2011–2018; Defense 27 June, 2018)
- [Kyle Maclean](#), PhD supervisor (2012–2017; Defense 23 June, 2017)
- [Foad Hassanmirzaei](#), PhD co-supervisor (2009–2015; Defense 8 Dec, 2015)
- [Reza Mahjoub](#), PhD co-supervisor (2009–2014; Defense 23 April, 2014)
- [Jianbo Qian](#), PostDoc co-supervisor (2012–2015)
- NSERC undergraduate summer internship: Nolan Anderson, 2015; Yang Yang, 2012; Andrew Brennan, 2010

- Irene Baby, MITACS Globalink undergraduate internship (2011)

Examination Committee Member - 14 PhD, 1 Licentiate

- PhD University Examiner [11]: Management Science, 5 Aug 2022; Economics, 16 May 2022; Statistics 10 Mar 2022; Applied Math, 24 Jul 2020; Management Science, 26 Aug 2019; Management Science, 19 Oct 2018; Economics, 7 June 2017; Marketing, 28 June 2016; Statistics, 7 Dec 2015; Applied Math, 18 Nov 2011; Management Science, 27 Oct 2011
- PhD External Examiner [3]: Management Science, Smith School of Business/Queen's University, 18 Sept 2018 & 30 May 2022; Management Science, Univ. Waterloo, 12 June 2017
- Licentiate Examiner [1]: Production Economics, Faculty of Engineering, Lund University, 26 Feb 2014

OTHER TEACHING Faculty of Engineering, Lund University, Sweden

- MSc Elective – Quality and Control Management (2013)
- MSc Core – Management Organization (2013; 2013)
- MSc supervisor [2 thesis projects]: Jan - July 2014; MSc co-supervisor [4 thesis projects]: Sept 2013 - Feb 2014, Jan - May 2014

Ross School of Business, University of Michigan

- MBA Elective - Applied Business Analytics & Decisions (2018; 2019; 2020; 2021)

Escuela de Negocios, Universidad Francisco Marroquín, Guatemala

(Program with A.B. Freeman School of Business, Tulane University)

- MMG Core - Global Supply Chain (Oct '19; July '20; Feb '21; Apr '22; Feb '23)

EXECUTIVE DEVELOPMENT

Ivey Academy, Canada

- *Leadership Responsibility in and AI Power WorldI*, Custom Program – Mar 2025
- *Business Leadership, Analytics, & Gen-AI*, BDC Leadership Retreat – Feb 2024; Jan 2025
- *Business Leadership & Competitive Advantage with Gen-AI*, QuantumShift Alumni – Feb 2024; Nov 2024
- *Accelerating Leadership with AI*, Custom Program – Sept 2024
- *Leadership with AI*, Ivey EMBA Alumni Life Long Learning – Sept 2024
- *Accelerating Leadership with Gen-AI*, Custom Program – Mar 2024
- *Accelerating Leadership with AI*, Open Enrollment – May 2023; Sept 2023; Feb 2024; Nov 2024; Apr 2025
- *Mgt. in the Era of Data & Analytics for CPAs*, Custom Program CPA Ontario – July 2022
- *Business Analytics: Data Modeling & Visualization*, Open Enrollment – Sept 2018; Apr 2019
- *Leading with Business Analytics*, Open Enrollment – Apr 2017; Sept 2017; Apr 2018
- *Executive Leadership Workshop in Business Analytics*, Custom Program – Sept 2016
- *HKU-Ivey Executive Leadership Program in Data Analytics and Big Data; Module 3 - Strategic Optimization*, Ivey Asia Executive Education Workshop, Hong Kong – May 2016

Executive Foundation Lund, Sweden

- *Competing with Business Analytics*, EMBA/Executive Education, Nov 2014

PUBLICATIONS:
AUCTIONS &
REVENUE
MANAGEMENT

16. Ødegaard and Zheng, Trilateral Escalation in the Dollar Auction, **Int. J. Game Theory**, Vol.52 (1) 2023
15. Maclean and Ødegaard, Revenue Implications of Celebrities On Broadway, **J. Revenue and Pricing Management**, Vol.22 (3) 2023
14. Banciu, Ødegaard and Stanciu, Revenue and Pricing Bounds for Bundles of Information Goods, **Naval Research Logistics**, Vol.69 (3) 2022
13. Maclean and Ødegaard, Dynamic Capacity Allocation for Group Bookings in Live Entertainment, **Euro. J. Operational Research**, Vol.287 (3) 2020
12. Ødegaard and Zheng, Surplus Dissipating Equilibria In The Dollar Auction, **INFOR: Information Systems and Operational Research**, Vol. 58 (3) 2020
11. Banciu, Ødegaard and Stanciu, Distribution-free Bounds for the *Expected Marginal Seat Revenue* Heuristic with Dependent Demands, **J. Revenue and Pricing Mgt**, Vol.18 (2) 2019
10. van de Geer, den Boer, Bayliss, Currie, Ellina, Esders, Haensel, Lei, Maclean, Martinez-Sykora, Nilsen Riseth, Ødegaard, Zachariades, Dynamic Pricing and Learning with Competition: Insights from the Dynamic Pricing Challenge at the 2017 INFORMS RM & Pricing Conference, **J. Revenue and Pricing Management**, Vol.18 (3) 2019
9. Mirzai, Ødegaard and Yan, Airline Switching Revenue with Price-Guarantees, **J. Revenue and Pricing Management**, Vol.16 (3) 2017
8. Banciu and Ødegaard, Optimal Product Bundling with Dependent Valuations: the Price of Independence, **Euro. J. Operational Research**, Vol.255 (2) 2016
7. Ødegaard and Wilson, Dynamic Pricing of Primary Products and Ancillary Services, **Euro. J. Operational Research**, Vol.251 (2) 2016
6. Kim, Davison and Ødegaard, Do Retailers Set Optimal Prices in the Case of Retail Gasoline Market?, **Int. J. Revenue Management**, Vol. 8 (3/4) 2015
5. Mirzai, Ødegaard and Yan, Customer Revenue Sharing and User Reward Programs in Online Social Media, **Omega**, Vol. 57, Part B, 2015
4. Anderson, Ødegaard and Wilson, A Newsvendor Approach to Inventory and Pricing Decisions in NYOP Channels, **J. Revenue and Pricing Management**, Vol.14 (1) 2015
3. Ødegaard and Anderson, All-Pay Auctions with Pre- and Post-Bidding Options, **Euro. J. Operational Research**, Vol.239 (2) 2014
2. Ødegaard and Puterman, Selling in Channels with Uncertain Price, **J. Revenue and Pricing Management**, Vol.11 (4) 2012
1. Ødegaard and Puterman, Estimating Intermediate Price Transitions in Online Auctions, **Applied Stochastic Models in Business and Industry**, Vol. 28 (6) 2012

HEALTHCARE
ANALYTICS

11. Begen, Ødegaard and Sadeghi, Intra-Provincial Benchmark Analysis of COVID-19 in Canada, **INFOR**, online Jan 2024
10. Ødegaard and Roy, Heuristic-based Allocation of Supply Constrained Blood Platelets in Emerging Economies, **J. Heuristics**, Vol.27 (5) 2021
9. Mahjoub, Ødegaard and Zaric, Evaluation of a pharmaceutical risk-sharing agreement when patients are screened for the probability of success, **Health Economics**, Vol.27 (1) 2018
8. Borg, Palaszewski, Gerdtham, Ødegaard, Roos and Gudbjornsdottir, Patient Reported Outcomes Measures and Risk Factors together in quality register for more patient-centred Diabetes care in Sweden, **Int.J.Env.Res.&Pub.Health**, Vol.11(12) 2014
7. Ødegaard and Roos, Measuring the Contribution of Workers' Health and Psychosocial Work-Environment on Production Efficiency, **Production & Operations Mgt**, Vol.23 (12) 2014

6. Mahjoub, Ødegaard, and Zaric, Health-based Pharmaceutical Pay-for-Performance Risk Sharing Agreement, **J. Operational Research Society**, Vol.65 (4) 2014
5. Ødegaard and Roos, Measuring Worksite Health Promotion Programs: An Application of Structural Equation Modeling with Ordinal Data, **Euro. J. Health Econ.**, Vol.14 (4) 2013
4. de Zordo, Ahmed, Odegaard, Girtler, Jaschke, Klauser, Chhem and Romagnoli, US-guided therapy of calcific tendinopathy: clinical and radiological outcome assessment in shoulder and non-shoulder tendons, **Ultraschall Medizin/Euro. J. Ultrasound**, Vol.32 (1) 2011
3. Odegaard, Chen, Quee and Puterman, Improving the Efficiency of Hospital Porter Services, Part I: Study Objectives and Results, **J. Healthcare Quality**, Vol.29 (1) 2007
2. Odegaard, Chen, Quee and Puterman, Improving the Efficiency of Hospital Porter Services, Part II: Staff Schedule Optimization and Porter Operations Simulation Model, **J. Healthcare Quality**, Vol.29 (1) 2007
1. Chen, Gerschman, Odegaard, Puterman, Puterman, and Quee, Designing an Efficient Hospital Porter System, **Health Care Quarterly**, Aug 2005

OPERATIONS RESEARCH

3. Lei, Pun, Ødegaard, Triple Uncertainties: Credence Goods, Deceptive Counterfeits, and Fake Product Reviews, **Omega**, Vol.31, Feb 2025
2. Begen, Ødegaard, and Sadeghi, On Aggregation of Technical and Revenue Efficiency Measures, **J. Productivity Analysis**, Vol.62 Dec 2024
1. Sadeghi, Begen, and Ødegaard, Refined Bounds for the Non-Archimedean ϵ in DEA, **Computers & OR**, Vol.154, June 2023

COMMENTARIES & EDITORIALS

2. Banciu, Hinterhuber, Ødegaard, Special Issue Editorial: Revenue Management in Sports, Live Entertainment and Arts, **J. Revenue and Pricing Management** (Thoughts), Vol.22 (3) 2023
1. Ødegaard, Better Informed Customers for Improved Revenue Management?, **J. Revenue and Pricing Management** (Thoughts), Vol.14 (1) 2015

WORKING PAPERS

- Foster and Ødegaard, Decoding Consumer Preferences: Using Attention-Based Language Models for Demand Estimation and Counterfactual Analysis, under review Mar 2025
- Maclean and Ødegaard, A Classification Review of Dynamic and Stochastic Knapsack Problems, under review Feb 2025
- Lei and Ødegaard, Probabilistic Price Promotion with Zero-Price Effect, invited 2nd round, Nov 2024
- Hasse, Ødegaard, and Roy, COVID-19 Supply Chain Disruption and Shipping Container Imbalance: Lessons for a Globalized Post-Pandemic World, Jan 2024
- Maclean and Ødegaard, Comment on “Star Turnover and the Value of Human Capital—Evidence from Broadway Shows”, Dec 2021
- Sadeghi, Begen, and Ødegaard, Axiomatic Modeling of Parallel Production Systems
- Banciu, Ødegaard and Stanciu, EMSR with Endogenous Buy-Up
- Mirzai, Ødegaard and Yan, Managing Change Revenue with Time-Uncertain Customers

REPORTS

- Ødegaard, F., and P. Roos, Measuring Workers' Health and Psychosocial Work-Environment on Firm Productivity. *Swedish Inst. Evaluation of Labour Market and Education Policy (IFAU), Working Paper Series 2012:17*, Oct 2012
- Ødegaard, F., Analytical and Empirical Models of Online Auctions. PhD Thesis, University of British Columbia, July 2008
- Roos, P., F. Odegaard, R. Fare, G. Bergstrom, H. Bertilson, and I. 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, L., M. Gerschman, F. Odegaard, D.K. Puterman, M.L. Puterman, and R. Quee, Improving Efficiency of Porter Operations in Two Vancouver Hospitals. *Center of Health Care Management, UBC*. June 2005

CONFERENCE PROCEEDINGS

- Mahjoub, Odegaard, and Zaric, Health economic evaluation of a pay-for-performance risk-sharing Agreement. *39th ORAHS Istanbul, Turkey*, July 2013
- Borg, Palaszewski, Gerdtham, Ødegaard, and Gudbjornsdottir, Evaluation of patient centered outcomes using individual data from a quality registry ad patient reported abilities and ratings of quality in health care, in diabetes patients in Sweden, *15th ISPOR Annual European Congress, Berlin, Germany*, published in *Value in Health*, Vol.15(7), p.A467-A467, 2012
- 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

WEBINAR

- Ødegaard, An OR tale of Analytics, AI, and Auctions. *CORS Micro-Event*, 25 Nov 2024
- Ødegaard, Beyond ChatGPT: Integrating AI for measurable business results. *Ivey Impact*, 12 Nov 2024
- Ødegaard and Begen, Data, Analytics, & Storytelling for HR Professionals. *Canada Life*, 29 Sept 2021
- Ødegaard and Begen, Using Analytics to Improve Decision-Making. *Ivey Academy*, 6 Aug 2020
- Ødegaard, Measuring the Effect of Workers' Health on Firm Productivity. *Canadian Inst. for the Relief of Pain and Disability (CIRPD)*, 27 June 2013

CASES & NOTES

Ivey Publishing

- [18] A Note on the North American Airline and Airport Industry, W26084 (TN W26085) Feb 2022
- [17] Bombay Hospital Indore: Administration of Patient... 9B21E002 (TN 8B21E002), Feb 2021
- [16] LHSC Multi-Organ Transplant Program... 9B18E020 (TN 8B18E020), Jan 2019
- [15] Caribbean Oceans Hotel, pending release, May 2016
- [14] Risks and Rewards in Professional Tennis, 9B16E037 (TN 8B16E037), Dec 2016
- [13] Vocram Airways (A) & (B), 9B13E013w, 9B13E014w (TN 8B13E013w), Nov 2014
- [12] Travel Time on US-202 South (A) & (B), 9B12E011, 9B12E012 (TN 8B12E011), Oct 2012
- [11] Roberts Communication, Pending Release, April 2011
- [10] Student Plays Fantasy Hockey (A) & (B), 9B10E017, 9B10E018, Jun 2011
- [9] Note on Logistic Regression - Statistical Significance of Beta Coefficients, 9B10N014, Aug 2010
- [8] Note on Logistic Regression - The Binomial Case, 9B10E012 (TN 8B10E005), July 2010
- [7] Peace Matunda, Pending Release, April 2010
- [6] Note on Logistic Regression, 9B10E005 (TN 8B10E005), Feb 2010
- [5] Note on Quantity Based Revenue Management: The Single Resource Case, 9B09E026, Nov 2009
- [4] Replacing El Poderoso, 9B09E025 (TN 8B09E25), Nov 2009
- [3] Online Auctions - Dell Financial Services (A), 9B09E022, Oct 2009
- [2] Toronto Rehab, 9B09E016 (TN 8B09E016), Oct 2009

[1] Vancouver General Hospital: Improving Porter Efficiency (A), 9B09E017, Oct 2009

INVITED TALKS

- Department of Mathematics, KTH Royal Institute of Technology, Oct 2024
- HEAL 2024: Healthcare Enhanced by AI & Learning, June 2024
- AMICCUS-C 2024: Artificial Intelligence in Post Secondary, May 2024
- School of Economics and Management, Lund University, Mar 2022
- College of Business, Sacramento State, Dec 2021
- DeGroote School of Business and Economics, McMaster University, Oct 2019
- Lazaridis School of Business and Economics, Wilfrid Laurier University, Apr 2018
- Freeman College of Management, Bucknell University, Feb 2018
- Merage School of Business, UC Irvine, Jan 2017
- Leavey School of Business, University of Santa Clara, Jan 2017
- School of Accounting & Finance, University of Waterloo, May 2016
- School of Management, University of San Francisco, USA, Feb 2014
- Smith School of Business, Queen's University, Canada, Mar 2013
- School of Business, Economics, and Law, University of Gothenburg, Sweden, June 2012
- Dept. of Operations Management, University of Chicago, USA, Feb 2012
- 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
(*partial selection
from last years*)

Research

- Giving Deep Attention to Consumer Preferences with Large..., SOAK Nyköping, Oct 2024
- On Airline Flight Cancellation, Loadfactor, and Weather, EURO Copenhagen, July 2024
- On Airline Flight Cancellation, Loadfactor, and Weather, CORS London, June 2024
- Intra-Provincial Benchmark Analysis of COVID-19..., DORS AOO Copenhagen, May 2024
- Upgrade Pricing Under Dependent Demand Distributions, CORS Montreal, May 2023
- Probabilistic Price Promotions with Zero..., 18th PSI Conference, Park City, Feb 2023
- Triple Uncertainties: Credence Goods, Deceptive..., CORS INFORMS Vancouver, June 2022
- Intra-Provincial Benchmark Analysis of COVID-19..., CORS INFORMS Vancouver, June 2022
- Triple Uncertainties: Credence Goods, Deceptive Counterfeits..., POMS online, Apr 2022
- Managing Change Fees with Uncertain Customers, POMS online, May 2021
- Revenue Management with Endogenous Buy-up, POMS online, May 2021
- Price & Revenue Bounds for Bundles of Information Goods, INFORMS online, Nov 2020
- Three is company, Two's a Crowd..., CORS Saskatoon, May 2019
- Price & Revenue Bounds for Bundles of Information Goods, CORS Saskatoon, May 2019
- Inventory Management of Platelets in emerging economies..., CORS Saskatoon, May 2019
- Capacity Based RM in Live Entertainment, POMS Washington, May 2019
- Multiplayer Rivalry in Dynamic War of..., Allied Soc. Sci. Assc. (ASSA) Atlanta, Jan 2019
- Stacking the House - RM in Live Entertainment, EURO Valencia, July 2018
- RM in Live Entertainment, INFORMS Rev. Mgt. Toronto, June 2018
- Live Entertainment Capacity Based RM. POMS Houston, May 2018
- Multilateral Deescalation Dollar Auction, 9th Dynamic Games in Mgt.Sci, Montreal, Oct 2017
- RM Pricing Challenge, INFORMS Rev. Mgt. Amsterdam, June 2017
- Inducing Optimal Consumer Bid Behavior, INFORMS Rev. Mgt. Amsterdam, June 2017
- Rev and Price Bounds of Pure Bundles w/ Dependent Valuations. POMS Seattle, May 2017
- Managing Change Rev. w/ Time-Uncertain Customers. INFORMS Nashville, Nov 2016
- Adaptive Dynamic Stochastic Knapsack Problem.... INFORMS Nashville, Nov 2016
- Adaptive Dynamic Stochastic Knapsack Problem.... INFORMS Rev. Mgt. NY, June 2016
- Price & Profit Bounds for Large Bundles with Dependent Valuations. CORS Banff, May 2016
- Adaptive Dynamic Stochastic Knapsack Problem with Interaction. CORS Banff, May 2016
- Managing Change Rev. w/ Time-Uncertain Customers. POMS Orlando, May 2016
- Bundle Pricing and Profit Bounds with Dependent Valuation. POMS Orlando, May 2016
- Pricing of Primary and Ancillary Services. Rev Mgt & Pricing Services Paris, Dec 2015
- Price Guarantees using Loyalty Programs and Swap... CORS-INFORMS Montreal, June 2015
- Bundling with Dependent Valuations: The Price of Indep. INFORMS San Fran., Nov 2014
- Bundle Pricing with Dependent Valuations. IFORS Barcelona, July 2014
- Optimal Bundling with Dependent Valuations. INFORMS Minneapolis, Oct 2013
- Optimal Bundle Pricing with Dependent Valuations. EURO XXV Rome, July 2013
- Airline Revenue Management with Switching Fees. CORS Vancouver, May 2013
- Revenue Management with Ancillary Services. CORS Vancouver, May 2013
- Behavioral Bidding Strategies. INFORMS Phoenix, Oct 2012

Education

- Analytics for Executives. CORS Halifax, June 2018
- Case-based Teaching OR/MS/Analytics. INFORMS Nashville - Teaching Effectiveness Colloquium, Nov 2016
- Teaching Undergraduate Analytics using Cases. INFORMS Philadelphia, Oct 2015
- OR/MS Case Teaching in Engineering Programs. IFORS Barcelona, July 2014
- Designing and Teaching Case-Based Revenue Management. CORS Niagara Falls, June 2012
- 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 Business School, Western University

- *Promotion & Tenure Committee*: 2015; 2017; 2023
- *Search Committee*: Management Science (2008, 2009, 2015 Chair, 2017 Chair, 2019 Chair, 2020); Centre for Building Sustainable Value (2010); Business, Economics & Public Policy (2020)
- *Area Group Coordinator*: Management Science (2017 – 2020)
- *PhD Coordinator*: Management Science (2009 – 2013; 2022 –)
- *Faculty Liaison*: Ivey Connects (2007 – 2010), HBA Analytics Club (2014)
- *Ad Hoc Ivey Committees*: HBA Academic Integrity (2009), Annual Retreat (2015), HBA Admission/Re-Evaluation (2015), Learning Management Systems (2015), HBA Grade Appeal Committee (2016)
- *PhD Thesis Examination Chair* [12]: Statistics (22 Aug 2014), Women's Studies (26 Aug 2014), Biology (26 Nov 2015), Political Science (7 Nov 2017), Physics (4 Oct 2018), Languages and Cultures (22 Feb 2021), Civil & Environmental Engineering (29 Nov 2021), Medical Biophysics (5 Apr 2023), Health Information Science (12 Jul 2023), Chemistry (26 Oct 2023), Civil Engineering (25 March 2024), Computer Science (14 Aug 2024)

Canadian Operational Research Society

Past President (June 2016 - May 2017; June 2017 - May 2018)

President (June 2015 - May 2016)

Vice President (June 2014 - May 2015)

Chair of Education Program (July 2010 - May 2013)

Council Member (July 2010 - June 2012; June 2014 - present)

Cluster Chair CORS Annual Conference (2008, 2011)

Practice Prize Committee (2017, 2018, 2019, 2021, 2022, 2023)

Chair, Organizing Committee, CORS Annual Conference Saskatoon 2019

Chair, Organizing Committee, CORS Annual Conference London 2024

Member, Organizing Committee, CORS Annual Conference Toronto 2021; Vancouver 2022 with INFORMS International

Chair, Analytics Day @ CORS Annual Conference, Saslatoon 2019; Toronto 2021

Sponsored Session Chair, CORS & INFORMS Int. Conference Vancouver 2021

Editor Board Member

Journal of Revenue and Pricing Management (2013 - present)

Guest Co-EIC, Special Issue on *RM in Sports, Live Entertainment, and Arts*, Journal of Revenue and Pricing Management, Vol.22.3 (2023)

Ad-hoc Reviewer

Management Science; Transportation Science; Production & Operations Management; INFORMS Transactions on Education; Forest Science; NSERC; Fonds Société et Culture; MITACS; MSOM Conference 2011; Socio-Economic Planning Sciences; 2012 Carolyn Dexter International Best Paper Award; Euro. J. Health Economics; J. Revenue & Pricing Management; Asia-Pacific J. Operational Research; Decision Sciences; Euro. J. Operational Research; J. Systems Science & Systems Eng.; J. Institutional & Theoretical Economics; J. Air Transport Management; Transportation Research Part A: Policy & Practice; J. Economics; IEEE Trans. Cybernetics; Optimization Letters; J. Cleaner Production; Applied Economics Letters; INFOR; IEEE Access

GRANTS (\$440,000)

- MITACS Business Strategy Internship , Canada, *Network Facility Location for Eco- and Cost-Efficient Chemical Supply Depots Supporting Municipal and Industrial Water Treatment*, with USP Technologies, \$90,000 (2023)
- MITACS Accelerate, Canada, *Green logistics planning for hydrogen fuel network: a life cycle analysis approach*, with Azolla Hydrogen Ltd., \$25,000 (2021)
- MITACS Accelerate, Canada, *Brand Positioning Strategy using Hedonic Pricing Analysis*, with Applied Recognition Corp., \$15,000 (2021)
- NSERC Discovery Grant, Canada, *Customer Choice Modeling with Group Dynamics and Ancillary Pricing* (PI), \$140,000 (2017-2022)
- MITACS Globalink Program, Canada, *Risk Sharing Contracts Between Healthcare Payer and Pharmaceutical Drug Manufacturers*, \$5,000 (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

- 2023 Dynamic Pricing Competition - Duopoly Challenge (1st place)
- 2020 Dynamic Pricing Competition - Duopoly Challenge (1st place)
- 2019 Dynamic Pricing Competition - Duopoly Challenge (1st place); Dynamic Challenge (1st place)
- 2018 CORS Eldon Gunn Service Award recipient
- 2017 INFORMS Revenue Management Dynamic Pricing Challenge (2nd place)
- 2016 INFORMS Case and Teaching Materials Competition (First Place) - *Risks and Rewards in Professional Tennis*
- 2008, 2010 Cross-Enterprise Leadership Centre Fellowship - *Centre for Building Sustainable Value, Ivey School of Business*

- 2007 CORS Student Paper Competition (Winner) - *Optimal Release of Inventory Using Online Auctions: The Two Item Case*
- 2005 CORS 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