

SIMONE MARINESI

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ACADEMIC EMPLOYMENT

The Wharton School, University of Pennsylvania, 2014-
Operations, Information, and Decisions Department
Assistant Professor of Operations Management

EDUCATION

INSEAD, PhD in Management (Technology and Operations Management), 2015
Università di Bologna, B. Sc. and M. Sc. in Industrial Engineering (summa cum laude), 2003

RESEARCH INTERESTS

Innovative Business Models on Crowdfunding, Sustainable Operations, Retailing

PUBLISHED AND ACCEPTED PAPERS

1. S. Marinesi, K. Girotra, S. Netessine, "The Operational Advantages of Threshold Discounting Offers", *Management Science*, 2018
POMS Supply Chain Management Best Student Paper Award, 2014, 1st place
Selected to present at M&SOM Supply Chain SIG Conference
2. E. Belavina, S. Marinesi, G. Tsoukalas, "Rethinking Crowdfunding Platform Design: Mechanisms to Deter Misconduct and Improve Efficiency" *Management Science*, 2020
M&SOM iFORM SIG Best Paper Award 2021 (among papers published in the past three years), finalist
Selected to present at M&SOM iFORM SIG Conference
Results covered by Knowledge at Wharton; Chicago Booth Review; TechXplore
3. V. Babich, S. Marinesi, G. Tsoukalas, "Does Crowdfunding Benefit Entrepreneurs and Venture Capital Investors?" *Manufacturing & Service Operations Management*, 2021
M&SOM iFORM SIG Best Paper Award 2022 (among papers published in the past three years), 2nd place
TIMES May 2021 issue, "featured paper"
4. A C. Kaps, S. Marinesi, S. Netessine, "When Should the Off-grid Sun Shine at Night? Optimum Renewable Generation and Energy Storage Investments", *Accepted at Management Science*, 2023
POMS College of Sustainable Operations Best Paper Award, 2022, Honorable Mention
Selected at Early-career Sustainable Operations Workshop, 2021

WORKING PAPERS

5. E. Astashkina, E. Belavina, S. Marinesi, "The Environmental Impact of The Advent of Online Grocery Retailing", *Revise and Resubmit, Management Science*
IBM Best Student Paper Award for INFORMS Service Science, 2018, finalist
Selected to present at M&SOM Supply Chain SIG Conference
6. E. Astashkina, S. Marinesi, "All-or-Nothing or Keep-it-all? A Comparison of Campaign Designs in Rewards-based crowdfunding", *Revise and Resubmit, Management Science*
Selected to present at M&SOM iFORM SIG Conference

ONGOING PROJECTS

7. S. Marinesi, "The Synergistic Role of Flagship Stores for Fast Fashion Physical Retailers"
8. C. Kaps and S. Marinesi, "Combining Storage Technologies to achieve Renewable Penetration Targets"

BOOK CHAPTERS

9. S. Marinesi, K. Girotra, S. Netessine, "Threshold Discounting: Operational Benefits, Potential Drawbacks, and Optimal Design". Chapter in *"Sharing Economy"*, M. Hu, Springer, 2018

OTHER PUBLISHED MATERIAL

10. V. Babich, S. Marinesi, G. Tsoukalas, "Updating the Crowdfunding Narrative". *Wharton Public Policy Initiative Brief*, 7(5), 2019.
11. K. Girotra, S. Marinesi and S. Netessine, "Can Groupon Save Its Business Model?" *HBR digital article*, 2013.
12. F. Bencini, S. Marinesi, "Basilea2: Il ruolo del Rendiconto Finanziario nelle PMI" (Basil 2: The Role of Financial Statements for SME's) *Contabilita' Finanza e Controllo*, 2006.

AWARDS AND HONORS

Teaching

Wharton Teaching Excellence Award	2023
Wharton MBA Core Curriculum Teaching Award "Tough but We'll Thank You in Five Years"	2018

Research

POMS College of Sustainable Operations Best Paper Award, honorable mention	2022
M&SOM iFORM SIG Best Paper Award, 2 nd place	2022
M&SOM iFORM SIG Best Paper Award, finalist	2021
POMS Supply Chain Management Student Paper Competition, 1 st place	2014

Service

Management Science Distinguished Service Award	2021
Management Science Meritorious Service Award	2020
M&SOM Meritorious Service Award	2019
Management Science Distinguished Service Award	2016
M&SOM Meritorious Service Award	2015

Industry

Selected for Bain&Co. Talent Recruitment Retreat, Italy (20 participants nationwide, 3 days)	2003
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TEACHING

Quality and Productivity, Wharton MBAs Core Class Overall Quality of the Instructor: 4.42 on a 5-point scale (Spring 2023) Taught ~2,000 students so far	2014-
Quality and Productivity, Wharton Executive MBAs Overall Quality of the instructor: 4.10 on a 5-point scale	2017
Operations Strategy: Wharton MBAs (2-3 sections per year) Overall quality of the instructor: 4.03 on a 5-point scale (Spring 2016)	2015 - 16

GRANTS

Mack Institute for Innovation Management, “optimal off-grid renewable investments”, \$10,000	2021
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SERVICE

Ad-hoc referee

Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Naval Research Logistics, California Management Review, Journal of the Operational Research Society

Guest AE for Naval Research Logistics

Reviewer/Judge

2015: M&SOM SCM SIG

2017: PITM Student Paper Competition

2020: M&SOM iFORM SIG

2021: M&SOM iFORM SIG , M&SOM Student Paper Competition

2022: M&SOM SCM SIG, M&SOM iFORM SIG, M&SOM Sustainability SIG, M&SOM Student Paper Competition, TIMES Student Paper Competition, TIMES Dissertation Competition

2023: Queen’s Entrepreneurs’ Competition; PITM Student Paper Competition; M&SOM iFORM SIG, M&SOM TIE SIG, M&SOM Sustainability SIG

Organizing Committee

2023 Co-chair of the M&SOM Student Paper Competition

Cluster chair

Business Model Innovation track, INFORMS 2018

M&SOM iFORM track, INFORMS 2023.

Session Chair: multiple sessions in several INFORMS conferences

STUDENTS

Ekaterina Astashkina – INSEAD Ph.D., 2019.

Role: Coauthor and Letter writer. Placement: Assistant prof. at *ROSS, University of Michigan*

Christian Kaps – Wharton Ph.D., 2023

Role: Coauthor and Committee member. Placement: Assistant prof. at *Harvard Business School*

INDUSTRY EXPERIENCE

<i>Smith Bits</i> (world leader in rock-ready drilling bits) Manufacturing cost analysis	2007 – 8
<i>Castelli del Grevepesa</i> (largest chianti producer in Italy) Cost analysis and inventory valuation	2006 – 8
<i>Toscana Energia</i> (largest utility in Tuscany) Organizational restructuring (pre-merger)	2006
<i>Mauro Caffè</i> (historic coffee producer, Italy) Financial Plan and assessment of retailers network	2005
<i>Sara Assicurazioni</i> (insurance company ~800M€ turnover, Italy) Tableau de Bord design and pre-implementation Process measurement and improvement	2004 - 5 2004
<i>INA Assitalia</i> (2 nd largest insurance company in Italy) Agency network performance measurement and incentive system	2004
<i>Italgas</i> (largest natural gas distributor in Italy) Design and planning of retail network and inventory Process benchmarking and improvement	2003 - 4 2002 – 3
<i>Financial Plans and management control for several other SMEs and startups</i>	2004 - 8

INVITED TALKS

University of Utah, 2014
University College of London, 2014
Wharton, University of Pennsylvania, 2014
Harvard Business School, 2014
Indiana University, 2014
Georgetown University, 2014
Rutgers Business School, 2016
Stern Business School, NYU, 2016
Cornell University, 2018
Temple University, 2018
London Business School, 2019
INSEAD, 2020
University of California, Berkeley, 2020
Yale University, 2020
ESCP Paris, 2022
HEC Paris, 2022
Temple University, 2023

Georgetown University, 2024 (planned)

SELECTED CONFERENCE PRESENTATIONS

INFORMS: Austin 2010, Charlotte 2011, Phoenix 2012, Minneapolis 2013, Philadelphia 2015, Nashville 2016, Houston 2017, Phoenix 2018, Seattle 2019, Virtual 2020 & 2021, Phoenix 2023 (planned)

M&SOM: Ann Arbor 2011, New York 2012, Fontainebleau 2013, (SIG) Seattle 2014, Toronto 2015, Chapel Hill 2017, Dallas 2018, (SIG) Singapore 2019, Virtual 2020 & 2021, Munich 2022

POMS: Atlanta 2014, Washington 2015, Orlando 2016, Virtual 2021

Special Interest Conference on Platforms, Networks, and Two-Sided Markets: Denver 2017

Philly Operations Day: Philadelphia 2023

PERSONAL

Nationality: Italian

US Permanent Resident

Languages: Italian (native), English (fluent), Spanish (intermediate), French (intermediate)

Hiking, skydiving, cooking.