

*Curriculum Vitae*  
**CHRISTIAN TERWIESCH**

**EDUCATIONAL BACKGROUND & PROFESSIONAL INFORMATION**

**Education**

PhD in Management, INSEAD, France, 1997

Diplom in Business Information Technology, University of Mannheim, Germany, 1993

**Academic Positions**

- 1997-1998 Project Scientist / Postdoctoral Researcher at UC San Diego, Graduate School of International Relations and Pacific Studies
- 1998-2004 Assistant Professor of Operations and Information Management, University of Pennsylvania, The Wharton School
- 2004-2005 Visiting Professor of Technology and Operations Management, INSEAD
- 2004-2009 Associate Professor of Operations and Information Management (with tenure), University of Pennsylvania, The Wharton School
- 2008- Senior Fellow Leonard Davis Institute for Health Economics
- 2009- Professor of Operations, Information and Decisions Department  
University of Pennsylvania, The Wharton School
- 2010- Named Andrew M. Heller Professor at the Wharton School
- 2013- Co-Director of the Mack Institute for Innovation Management
- 2014- Secondary Appointment as Professor of Health Policy,  
University of Pennsylvania, Perelman School of Medicine
- 2016- Named Distinguished Fellow of the *Manufacturing and Service Operations Management Society* in recognition of outstanding research and scholarship
- 2019- 2025 Department Chair, Operations, Information and Decisions Department
- 2023- Co-Director of the Fishman-Davidson Center for Operations Management

**Professional Address:**

The Wharton School  
Department of Operations and Information Management  
573 Jon M. Huntsman Hall  
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## RESEARCH ACCOMPLISHMENTS

### Books

Terwiesch, Christian, Karl T. Ulrich, *The Innovation Tournaments Handbook: A Step-by-Step Guide to Finding Exceptional Solutions to Any Challenge*, Wharton School Publishing, 2023 (ISBN 1613631693, 142 pages)

Siggelkow, Nicolaj, Christian Terwiesch, *Connected Strategy*, Harvard Business Review Press, 2019 (ISBN 978-1633697003, 288 pages); listed among “Best Books on Business and Leadership in 2020” by Business Week

Cachon, Gerard, Christian Terwiesch, *Operations Management*, 3<sup>rd</sup> edition, McGraw Hill, 2022 (ISBN 978-1260547610, 768 pages)

Terwiesch, Christian, Karl T. Ulrich, *Innovation Tournaments: Creating and Selecting Exceptional Opportunities*, Harvard Business School Press, 2009 (ISBN 978-1422152225, 304 pages); named “one of the best innovation and design books in 2009” by Business Week- translated into Chinese

Cachon, Gerard, Christian Terwiesch, *Matching Supply with Demand: An Introduction to Operations Management*, 5th edition, McGraw Hill, 2023 (544 pages) – translated into Chinese and Korean

### Publications in Journals

Lekwijit, Tan, Hummy Song, Christian Terwiesch, Krisda Chaiyachati, “Multi-Channel Healthcare Operations: The Impact of Video Visits on the Usage of In-Person Care”, *Management Science* (forthcoming)

Lennart Meincke, Gideon Nave, Christian Terwiesch, “Advice Quality and Source Disclosure Shape Trust in AI Generated Ethical Advice”, *Science Direct* (forthcoming)

Meincke, Lennart , Gideon Nave and Christian Terwiesch, ” ChatGPT decreases idea diversity in brainstorming”, *Nature Human Behavior*, Volume 9, 2025

Nicolaj Siggelkow, Christian Terwiesch, “Create Winning Customer Expectations with Generative AI”, *Harvard Business Review*, August 2024

Lekvijit, Tan, David Asch, Kevin Volpp, Christian Terwiesch, “Evaluating the Efficacy of Connected Care Systems: An Empirical Analysis of Medication Reminders”, *Management Science*, Volume 70, June 2024

Hessam Bavafa, Anne Canamucio, Christian Terwiesch, Rachel Werner, “The Impact of Primary Care Workload on Emergency Room Visits: An Econometric Analysis”, *Management Science*, Volume 68, April 2022

Meng, Lesley, Ann Huffenberger, Krystof Laudanski, Christian Terwiesch, “The Impact of Medication Delays on Patient Health in the ICU”, *Healthcare*, Volume 10, Issue 1, p. 35, 2022

Hessam Bavafa, Sergei Savin, Christian Terwiesch, “Customizing Primary Care Delivery Using E-Visits”, *Production and Operations Management*, Volume 30, Issue 11, pp. 4306-4327, 2021

Douppnik, Stephanie, M. Passarella, Christian Terwiesch, Steve Marcus, “Mental Health Service Use Before and After a Suicidal Crisis Among Children and Adolescents in a United States National Medicaid Sample”, *Academic Pediatrics*, Volume 21, Issue 7, pp. 1171-1178, 2021

Meng, Lesley, Robert Batt, Christian Terwiesch, “The Impact of Hospital Layout on Care Behavior and Outcomes”, *Manufacturing and Service Operations Management*, Volume 23, Issue 4, pp. 819-834, 2021

Terwiesch, Christian, Kevin Mahoney, Kevin Volpp, “Paying for Staying Empty? Reimbursing Hospitals for Covid-19 Readiness”, *New England Journal of Medicine Catalyst*, June 2020

Terwiesch, Christian, Brad Staats, Marcelo Olivares, Vishal Gaur, “A Review of Empirical Operations Management over the Last Two Decades”, *Manufacturing and Service Operations Management*, Volume 22, Issue 4, pp. 656-668, 2020

KC, Diwas, Stefan Scholtes, Christian Terwiesch, “Empirical Research in Healthcare Operations: Past Research, Present Understanding, and Future Opportunities”, *Manufacturing and Service Operations Management*, Volume 22, Issue 1, pp.73-83, 2020

Hessam Bavafa, Christian Terwiesch, “Work after Work: The Impact of eVisits on Provider Work Hours”, *Journal of Operations Management*, Volume 65, Issue 7, pp. 636-658, 2019

Nicolaj Siggelkow, Christian Terwiesch, “Five Questions to Consider When Pricing Smart Products”, *Harvard Business Review*, July 2019

Nicolaj Siggelkow, Christian Terwiesch, “The Age of Continuous Connection”, *Harvard Business Review*, May 2019

Hessam Bavafa, Sergei Savin, Christian Terwiesch, “Managing Patient Panels with Non-Physician Providers”, *Production and Operations Management*, Volume 28, Issue 6, pp. 1577-1593, 2019

Terwiesch, Christian, “Empirical Research in Operations Management: From Observational Studies to Analyzing Digital Exhaust”, *Manufacturing and Service Operations Management*, Issue 4, pp. 713-722, 2019

Krasnokutskaya, Elena, Christian Terwiesch, Lucia Tiererova, “Trading Across Borders in Online Auctions”, *American Economic Journal: Microeconomics*, Vol. 10, No. 4, November 2018 (pp. 27-66)

Hessam Bavafa, Lorin Hitt, Christian Terwiesch, “The Impact of e-Visits on Visit Frequencies and Patient Health: Evidence from Primary Care”, *Management Science*, February 2018

Asch, David, Christian Terwiesch, Kevin Volpp, “How to Reduce Primary Care Doctors’ Workloads while Improving Care”, *Harvard Business Review*, November, 2017

Terwiesch, Christian, Kevin Volpp, David Asch, “Reimagining Provider Visits as the New Tertiary Care”, *Annals of Internal Medicine*, December 2017

KC, Diwas, Christian Terwiesch, “Benefits of Surgical Smoothing and Spare Capacity: An Econometric Analysis of Patient Flow”, *Production and Operations Management*, Vol. 26, Issue 9, 2017 (pp. 1663-1684)

Volpp, Kevin, Andrea Troxel, Shivan Mehta, Laurie Norton, Jingsan Zhu, Raymond Lim, Wenli Wang, Noora Marcus, Christian Terwiesch, David Asch, and others, “Effect of Electronic Reminders, Financial Incentives, and social Support on Outcomes After Myocardial Infarction”, *JAMA Internal Medicine*, June 2017

Robert Batt, Christian Terwiesch, “Early Task Initiation and Other Load Adaptive Mechanisms in the Emergency Department”, *Management Science*, Vol. 63, Issue 11, 2017 (pp. 3531-3551)

Antonio Moreno, Christian Terwiesch, “Product Line Decisions as a Hedge Against Uncertainty: An Empirical Analysis in the US Automotive Industry”, *Marketing Science*, Vol. 36, Issue 2, 2016 (pp. 254-271)

Antonio Moreno, Christian Terwiesch, “Pricing and Production Flexibility: An Empirical Analysis of the US Automotive Industry”, *Manufacturing and Service Operations Management (MSOM)*, Vol. 17, Issue 4, 2015 (pp. 428-444)

Mary Pelak, Amy Pettit, Jennifer Gutierrez, Christian Terwiesch, Steven Marcus, “Rethinking Primary Care Visits: How Much Can Be Eliminated, Delegated, or Performed Outside of the Face-to-Face Visit?”, *Journal of Evaluation in Clinical Practice*, Vol. 21, August 2015 (pp. 591-596)

Robert Batt, Christian Terwiesch, “Transparency in Waiting Lines: An Empirical Analysis of Patient Abandonment Behavior in the Emergency Department”, *Management Science*, Vol. 61, No. 1, 2015 (pp. 39-59)

Jennifer Gutierrez, Christian Terwiesch, Mary Pelak, Amy Pettit, Steven Marcus, “Characterizing Primary Care Visit Activities at Veterans Health Administration Clinics”, *Journal of Healthcare Management*, Jan/Feb 2015

Antonio Moreno, Christian Terwiesch, “An Empirical Analysis of Reputation in Online Service Market Places”, *Information Systems Research* Vol. 25, No. 4, 2014 (pp. 865-886)

Asch, David, Christian Terwiesch, Kevin Mahoney, Roy Rosin, “Insourcing Health Care Innovation”, *New England Journal of Medicine*, Vol. 370, No. 19, May 2014 (pp. 1775-1777)

Werner, Rachel, Anne Canamucio, Steven Marcus, Christian Terwiesch, “Primary Care Access and Emergency Room Use Among Older Veterans”, *Journal of General Internal Medicine (JGIM)*, S689-94, July 2014

Fieldston, Evan, Christian Terwiesch, Steven Altschuler, “Application of business model innovation to enhance value in health care delivery”, *JAMA Pediatrics*, May 2013

Volpp, Kevin, Christian Terwiesch, Andrea Troxel, David Asch, “Making the RCT more useful for innovation with evidence-based evolutionary testing”, *Healthcare*, Vol. 1, No 1, 2013 (pp. 4-7)

Terwiesch, Christian, Shivan Mehta, Kevin Volpp, “Innovating in health delivery: The Penn Medicine Innovation Tournament”, *Healthcare*, Vol. 1, No 1, 2013 (pp. 37-41)

Fieldston, Evan, Jun Li, Christian Terwiesch, M. Helfaer, J. Verger, S. Pati, D. Surrey, K. Patel, J. Ebberson, R. Lin, J. Metlay, “Direct Observation of Bed Utilization in the Pediatric Intensive Care Unit”, *Journal of Hospital Medicine*, Vol. 7, No. 4, 2012 (pp. 318-324), a summary of the research appeared in *The British Journal of Hospital Medicine*

KC, Diwas, Christian Terwiesch, “An Econometric Analysis of Patient Flow in the Cardiac ICU”, *Manufacturing and Service Operations Management*, Vol. 14, No. 1, 2012 (pp. 50-65)

McCarthy, Melissa, R. Ding, J. Pines, C. Terwiesch, M. Sattarian, J. Hilton, J. Lee, S. Zeger, “Provider Variation in Fast Track Treatment Time”, *Medical Care*, Vol.50, No. 1, 2012 (pp. 43-49)

KC, Diwas, Christian Terwiesch, “The Effects of Focus in Operational Performance: Evidence from California Hospitals”, *Management Science*, Vol. 57, No. 11, 2011 (pp. 1897-1912)

Ho, Teck-Hua, Sergei Savin, Christian Terwiesch, “Note: A Reply to New Product Diffusion Decisions Under Supply Constraints”, *Management Science*, Vol. 57, No. 10, 2011 (pp. 1811-1812)

Terwiesch, Christian, Diwas KC, Jeremy Kahn, “Working with Capacity Limitations: Operations Management in Critical Care”, *Critical Care*, Vol. 15, No. 4, 2011 (pp. 308-314)

Pines, Jesse, Robert Batt, Joshua Hilton, Christian Terwiesch, “The Financial Consequences of Lost Demand and Reducing Boarding in Hospital Emergency Departments”, *Annals of Emergency Medicine*, Vol. 58, No. 4, 2011 (pp. 331-340)

Musalem, Andres, Marcelo Olivares, Eric Bradlow, Christian Terwiesch, Daniel Corsten, “Structural Estimation of the Effect of Out-of-Stocks”, *Management Science*, Vol. 56, No. 7, 2010 (pp. 1180-1197)

Girotra, Karan, Christian Terwiesch, Karl Ulrich, “Idea Generation and the Quality of the Best Idea”, *Management Science*, Vol. 56, No. 4, 2010 (pp. 591-605); a 2-page summary of the research appeared in *Sloan Management Review*

Ren, Justin, Morris Cohen, Teck Ho, Christian Terwiesch, "Sharing Forecast Information in a Long-Term Supply Chain Relationship", *Operations Research*, Vol. 58, No. 1, 2010 (pp. 81-93)

Diwas, KC, Christian Terwiesch, "Impact of Workload on Productivity: An Econometric Study of Hospital Operations", *Management Science*, Vol. 55, No. 9, 2009 (pp. 1486-1498)

Terwiesch, Christian, Yi Xu, "Innovation Contests, Open Innovation, and Multiagent Problem Solving", *Management Science*, Vol. 54, No. 9, 2008 (pp. 1529-1543)

Cachon, Gerard, Christian Terwiesch, Yi Xu, "On the Effects of Consumer Search and Market Entry in a Multi-product Competitive Market", *Marketing Science*, Vol. 27, No. 3, 2008 (pp. 461-473)

Olivares, Marcelo, Christian Terwiesch, Lydia Cassorla, "Structural Estimation of the Newsvendor Model: An Application to Reserving Operating Room Time", *Management Science*, Vol. 54, No. 1, 2008 (pp. 41-55)

Girotra, Karan, Christian Terwiesch, Karl Ulrich, "Valuing R&D Projects in a Portfolio: Evidence from the Pharmaceutical Industry", *Management Science*, Vol. 53, No. 9, 2007 (pp. 1452-1466)

Randall, Taylor, Christian Terwiesch, Karl T. Ulrich, "User Design of Customized Products", *Marketing Science*, Vol. 26, No. 2, 2007 (pp. 268-280)

Loch, Christoph H., Christian Terwiesch, "Decisions under Preliminary Information: Rush and Be Wrong or Wait and Be Late?", *Production and Operations Management*, Vol. 14, No. 3, 2005 (pp. 331-343)

Cachon, Gerard, Christian Terwiesch, Yi Xu, "Retail Assortment Planning in the Presence of Consumer Search", *Manufacturing and Service Operations Management*, Vol. 7, No. 4, 2005 (pp. 330-346)

Randall, Taylor, Christian Terwiesch, Karl Ulrich, "Principles of User Design", *California Management Review*, Vol. 7, No. 4, 2005 (pp. 68-85)

Terwiesch, Christian, Justin Z. Ren, Teck H. Ho, Cohen, Morris, "An Empirical Analysis of Forecast Sharing in the Semiconductor Equipment Supply Chain", *Management Science*, Vol. 51, No. 2, 2005 (pp. 208-220)

Savin, Sergei, Christian Terwiesch, "Optimal Product Launch Time in a Duopoly: Balancing Lifecycle Revenues with Product Cost", *Operations Research*, Vol. 53, No. 1, 2005 (pp. 26-47)

Terwiesch, Christian, Il-Horn Hann, Sergei Savin, "Online Haggling in a Name-Your-Own-Price Retailer: Theory and Application", *Management Science*, Vol. 51, No. 3, 2005 (pp. 339-351)

Terwiesch, Christian, Christoph H. Loch, "Collaborative Prototyping and the Pricing of Custom-Designed Products", *Management Science*, Vol. 50, No. 2, 2004, (pp. 145-158)

Terwiesch, Christian, Yi Xu, "The Copy-Exactly Ramp-up Strategy: Trading-off Learning with Process Change", *IEEE Transactions on Engineering Management*, Vol. 51, No. 1, 2004 (pp. 70-84)

Cohen, Morris, Teck H. Ho, Justin Z. Ren, Christian Terwiesch, "Measuring Imputed Costs in the Semiconductor Equipment Supply Chain", *Management Science*, Vol. 49, No. 12, 2003, (pp. 1653-1670)

Hann, Il-Horn, Christian Terwiesch, "Measuring the Frictional Costs of Online Transactions: The Case of a Name-Your-Own-Price Channel", *Management Science*, Vol. 49, No. 11, 2003, (pp. 1563-1579)

Terwiesch, Christian, Arnoud De Meyer, Christoph H. Loch, "Exchanging Preliminary Information in Concurrent Engineering: Alternative Coordination Strategies", *Organization Science*, Vol. 13, No. 4, 2002, (pp. 402-419); a 2-page summary of the initial working paper appeared in *Harvard Business Review*

Ho, Teck-Hua, Sergei Savin, Christian Terwiesch, "Managing Demand and Sales Dynamics in New Product Diffusion under Supply Constraint", *Management Science*, Vol. 48, No. 2, 2002 (pp. 187-206)

Terwiesch, Christian, Roger E. Bohn, K.C. Chea, "International Product Transfer and Production Ramp-up: A Case Study from the Data Storage Industry", *R&D Management*, Vol. 31, No. 4, 2001 (pp. 435-451)

Loch, Christoph. H., Christian Terwiesch, Stefan Thomke, "Parallel and Sequential Testing of Design Alternatives", *Management Science*, Vol. 47, No. 5, 2001 (pp. 663-678)

Loch, Christoph H., Michael T. Pich, Christian Terwiesch, Michael Urbschat, "Selecting R&D Projects at BMW: A Case Study of Adopting Mathematical Programming Models", *IEEE Transactions on Engineering Management*, Vol. 48, No. 1, 2001 (pp. 70-80)

Terwiesch, Christian, Roger E. Bohn, "Learning and Process Improvement during Production Ramp-up", *International Journal of Production Economics*, Vol. 70, No. 1, 2001 (pp. 1-19)

Bohn, Roger E., Christian Terwiesch, "The Economics of Yield-Driven Processes", *Journal of Operations Management*, Vol. 18, No. 1, 1999 (pp. 41-59)

Terwiesch, Christian, Christoph H. Loch, "Measuring the Effectiveness of Overlapping Development Activities", *Management Science*, Vol. 45, No. 4, 1999 (pp. 455-465); reprinted in *Readings in Technology Management* by Brockhoff et al

Terwiesch, Christian, Christoph H. Loch, "Managing the Process of Engineering Change Orders: The Case of the Climate Control System in Automobile Development", *Journal of Product Innovation Management*, Vol. 16, No. 2, 1999 (pp. 160-172)

Loch, Christoph H., Christian Terwiesch, “Accelerating the Process of Engineering Change Orders: Capacity and Congestion Effects”, *Journal of Product Innovation Management*, Vol. 16, No. 2, 1999 (pp. 145-159)

Loch, Christoph H., Christian Terwiesch, “Communication and Uncertainty in Concurrent Engineering”, *Management Science*, Vol. 44, No. 8, 1998 (pp. 1032-1048)

Terwiesch, Christian, Christoph H. Loch, Martin Niederkofler, “When Product Development Performance Makes a Difference: A Statistical Analysis in the Electronics Industry”, *Journal of Product Innovation Management*, Vol. 15, No. 1, 1998 (pp. 3-15)

Loch, Christoph. H., Lothar Stein, Christian Terwiesch, “Measuring Development Performance in the Electronics Industry”, *Journal of Product Innovation Management*, Vol. 13, No. 1, 1996 (pp. 3-20)

### **Manuscripts under Review / Working Papers**

Lennart Meincke, Gideon Nave, Christian Terwiesch, “Creativity and Diversity in AI-Supported Brainstorming”, SSRN (over 10,000 downloads), Revise and Resubmit at *POMS*

Lennart Meincke, Arnd Huchzermeier, and Christian Terwiesch, “Demonstrating the Potential of LLMs for Dynamic, Multimodal Clinical Decision-Making”, under review at *Management Science*

### **Book Chapters**

Terwiesch, Christian, “Product Development as a Problem Solving Process”, in *Blackwell Handbook on Technology and Innovation Management* (ed. by S. Shane), Wiley-Blackwell 2008

Loch, Christoph H., Christian Terwiesch, “Coordination in Product Development”, in *Handbook on Product Development* (ed. by S. Kavadias and C. Loch), Butterworth-Heinemann 2007

Loch, Christoph H., Christian Terwiesch, “Product Development and Concurrent Engineering”, in *Encyclopedia of Production and Manufacturing Management* (ed. by P. M. Swamidass), Kluwer Publication 2000

### **Case Studies / Pedagogical Material**

Christian Terwiesch, “Mortgage Underwriting Simulation”, Interactive simulation at The Wharton School

Hong, Bryan, Nicolaj Siggelkow, Christian Terwiesch, “Maple Leaf Hospital Sleep Clinic”, Case at The Wharton School

Meng, Lesley, Prashant Palper, Christian Terwiesch, Rahim Valani, “Demand Forecasting for Toronto’s Pediatric Emergencies”, Case at The Wharton School

Markarian, Georges, Christian Terwiesch, “Patient Consults at the Center for Neuro and Spine”, Case at The Wharton School

Girotra, Karan, Christian Terwiesch, “hypoios: Seeking a Business Model for Open Innovation”, Case of the Wharton-INSEAD Alliance

Immaneni, Aravind, Christian Terwiesch, “Loan Processing at Capital One”, Case at The Wharton School

Gouze, Antoine, Christian Terwiesch, “Forecasting and Procurement at Le Club Francais des Vins”, Case at The Wharton School

Girotra, Karan, Christian Terwiesch, Karl Ulrich, “New Drug Development at Merck & Co.”, Case at The Wharton School

Ulrich, Karl, Christian Terwiesch, “X-Pult Instructions”, design and production of a catapult (the “xpult”) and teaching materials to support classes on experimental design and process capability. The Xpult has been used at over 50 universities, 100 corporations, the US Army and the US Air Force. It also has been featured at science fairs of about 2,000 K12 institutions.

Terwiesch, Christian, Christoph H. Loch, “Pumping Iron at Cliffs & Associates”, Case of the Wharton-INSEAD Alliance

Loch, Christoph H., Christian Terwiesch, “The Circored Project”, Case of the Wharton-INSEAD Alliance

Lehmbeck, Chris, Kamalini Ramdas, Christian Terwiesch, “Macromedia Inc. - Weaving the Dreams of Global Markets and Technologies”, Case at the Darden School

Loch, Christoph H., Christian Terwiesch, “The Development of Nopane”, INSEAD Case

Terwiesch, Christian, Christoph H. Loch, “Jalopy Sports Car Development: Managing Concurrent Engineering Projects”, INSEAD Case

Terwiesch, Christian, Sumittra Dutta, Enver Yücesan, “Automobiles Citroen (A): Transforming the Factory”, “Automobiles Citroen (B): Supplier Integration ECIA”, “Automobiles Citroen (C): The Logistics -Charter at Rennes-La Janais”, INSEAD Case

### **Doctoral Students**

Dissertation advisor, Tan Lekwijit (now on tenure track at Arizona State University)

Dissertation advisor, Lesley Meng (now on tenure track at Yale University)

Dissertation advisor, Hessam Bavafa (now tenured at University of Wisconsin – Madison)

Dissertation advisor, Robert Batt (now tenured at University of Wisconsin - Madison)

Member of Dissertation committee of Santiago Gallino (now tenured associate professor at Wharton) and Joel Wooten (starting on tenure track at University of South Carolina)

Dissertation advisor, Toni Moreno (now a tenure track associate professor at Harvard professor)

Dissertation advisor, Diwas KC (now a full professor at Emory University)

Dissertation co-advisor, Marcelo Olivares (now a full professor at University of Chile)

Dissertation co-advisor, Karan Girotra (now a full professor at Cornell University)

Dissertation advisor, Yi Xu (now a tenured associate professor at the University of Maryland)

Dissertation co-advisor, Justin Z. Ren (now a tenured associate professor at Boston University)

Member of Dissertation committee and co-author, Sergei Savin (now a tenured associate professor at The Wharton School)

### **Research Grants**

Investigator on “A Rapid Cycle Approach to Improving Medication Adherence Through Incentives and Remote Monitoring for Coronary Artery Disease Patients’ (PIs Kevin Volpp and David Asch), \$4.8 million research grant provided by the Centers for Medicare and Medicaid Services (CMS)

Merck research grant (with Karl Ulrich and Karan Girotra) to support research on portfolio management, \$60k (2004), \$258k (2007)

Research Grant from Wharton e-business Initiative for analysis of Name-Your-Own-Price Retailing; \$17.7k (2001), \$7k (2002)

INTEL research grant (together with Morris Cohen and Teck Ho) to support research on supply chain coordination: total of \$224K over three years

## **TEACHING ACCOMPLISHMENTS**

### **Courses taught**

Coursera: An Introduction to Operations Management. Designed and Taught a massive open online course (MOOC) on Operations Management with a 90,000 student enrollment, the largest enrollment course in the history of UPenn.

Coursera: An Introduction to Operations Management. Redesigned the course and oversaw the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> offering; course is launched now every month; cumulative enrollment over 400,000 students. Became the foundation for the Wharton MOOC Business Core

OPIM631 (now OPIM611) “Quality and Productivity”: offered this core course to full-time and Executive MBA program; course head 2006-2011, 2014-now

OPIM654 “Product Design and Development”: offered this elective to full-time and Executive MBA program; the course is built around the product development process, students take a project from idea to prototype

OPIM650 “Operational Performance Analysis”: developed this elective (including several teaching cases, see above); offered this course to full-time and Executive MBA program;

OPIM651 “Innovation, Problem Solving, and Design”: offered this course to full-time and Executive MBA program; the course is built around the innovation tournament framework (see book reference above); experimented with new delivery models

OPIM920 “Empirical Research in Operations Management”: developed this doctoral course with a focus on econometric models and their applications to Operations Management

Program Director for *Strategic R&D Management*, a one week open-enrollment program for R&D executives offered through the Wharton-Insead alliance; designed the program together with Christoph Loch from Insead (including several teaching cases, see above)

### **Teaching Awards**

2025 Teaching Excellence Award  
MBA Program For Executives Teaching Award, 2023

2024 Teaching Excellence Award  
MBA Program For Executives Teaching Award, 2023

2023 Teaching Excellence Award  
MBA Program For Executives Teaching Award, 2023

2022 Teaching Excellence Award

2021 Teaching Excellence Award

2020 Teaching Excellence Award

2019 Teaching Excellence Award

2018 Teaching Excellence Award

2017 Executive MBA Excellence in Teaching Award (San Francisco)

- Executive MBA Excellence in Teaching Award (Philadelphia)  
Wickham Skinner Award for Teaching Innovation
- 2016 Executive MBA Excellence in Teaching Award (San Francisco)  
Executive MBA Excellence in Teaching Award (Philadelphia)
- 2015 Named by Talk Business Magazine as one of the five best business courses online  
Named by Online Course Review as one of the 50 most popular MOOCs of all time  
Executive MBA Excellence in Teaching Award (San Francisco)  
Executive MBA Excellence in Teaching Award (Philadelphia)
- 2014 Executive MBA Excellence in Teaching Award (San Francisco)
- 2012 Winner of the Helen Kardon Moss Anvil Award  
MBA Core Curriculum Award “Goes above and beyond the Call of duty”  
MBA Core Curriculum Award “Tough, but we will thank you in five years”  
MBA Excellence in Teaching Award
- 2011 Finalist in the Helen Kardon Moss Anvil Award  
MBA Core Curriculum Award “Goes above and beyond the Call of duty”  
MBA Core Curriculum Award “Tough, but we will thank you in five years”
- 2010 Finalist in the Helen Kardon Moss Anvil Award  
MBA Excellence in Teaching Award
- 2009 MBA Core Curriculum Award “Goes above and beyond the Call of duty”  
MBA Core Curriculum Award “Tough, but we will thank you in five years”
- 2008 Finalist in the Helen Kardon Moss Anvil Award  
MBA Core Teaching Award
- 2007 Miller-Sherrerd MBA Core Teaching Award
- 2006 MBA Core Curriculum Award “Goes above and beyond the Call of duty”
- 2003 MBA Core Curriculum Award “Goes above and beyond the Call of duty”
- 2002 Finalist in the Helen Kardon Moss Anvil Award  
Executive MBA Teaching Award for best Core Course  
Miller-Sherrerd MBA Core Teaching Award  
Teaching Excellence Award
- 2001 Finalist in the Helen Kardon Moss Anvil Award  
Miller-Sherrerd MBA Core Teaching Award  
Teaching Excellence Award
- 2000 Finalist in the Helen Kardon Moss Anvil Award

Teaching Excellence Award

1999 Teaching Excellence Award

## PROFESSIONAL ACTIVITIES

### **Sirius XM Radio**

Designed and delivered a weekly radio show on Operations Management (with a focus on the future of work) on Business Radio, Sirius XM132 (Work of Tomorrow, Monday 5pm Eastern)

### **Editorial Activities**

Department Editor

*Management Science* (2009-2012)

*Production and Operations Management* (2009-2011)

Senior Editor

*Production and Operations Management* (2007-2009)

Associate Editor

*Management Science* (since 2004-2008)

*Decision Sciences* (2005-2007)

*Production and Operations Management* (2005-2007)

*Manufacturing and Service Operations Management* (2006-2008, 2015-current)

Ad-hoc Reviewer for

*Management Science, Operations Research, Marketing Science, Manufacturing and Service Operations Management, Research Policy, ORSA Journal on Computing, Production and Operations Management, Journal of Operations Management, IEEE Transactions on Engineering Management, IIE Transactions, R&D Management, International Journal of Production Economics, Journal of Product Innovation Management, Sloan Management Review*

## **OTHER INFORMATION**

### **Fellowships and Awards**

Former Vice President and Board Member of the Production and Operations Management Society (POMS) in charge of communications (since June 2008)

Former President of the POMS college of Product Innovation and Technology Management (2006-2008)

Honorable Mention, Roman Weil Prize 2002

European Case Writing Award (EFMD) for “The Development of Nopane”

INSEAD PhD Scholarship 1993-1997

Diplom in Business Information Technology, University of Mannheim, with "sehr gut"

### **Personal**

Citizenship: German and US

Family Status: Married, three children

Languages: fluent in German, English, and French