

## Yael Grushka-Cockayne

Altec Styslinger Foundation Bicentennial Professor of Business Administration  
Senior Associate Dean for Professional Degree Programs  
Darden School of Business  
University of Virginia

### EDUCATION

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| 2009 | <b>London Business School</b> , London, UK.<br>PhD in Management Science and Operations                              |
| 2005 | <b>London Business School</b> , London, UK.<br>MRes in Decision Sciences   |
| 2003 | <b>London School of Economics</b> , London, UK.<br>MSc in Operational Research, with Distinction                     |
| 2000 | <b>Ben-Gurion University</b> , Beer-Sheva, Israel.<br>BSc in Industrial Engineering and Management, with Distinction |

### ACADEMIC POSITIONS

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Darden School of Business, University of Virginia -- Assistant Professor (2009-2016); Associate Professor (with Tenure, 2016 onwards); On leave (2018-2020); Full Professor (2020 onwards).

Harvard Business School, 2018-2020, Visiting Associate Professor in Technology and Operations Management.

Stern Business School, NYU, 2016, Visiting Scholar and Adjunct faculty in the Department of Technology, Operations and Statistics.

### PAPERS

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#### Published

1. Soule D., Y. Grushka-Cockayne, J. Merrick, [A Heuristic for Combining Correlated Experts When There is Little Data](#), *Management Science*, forthcoming.
2. Hovhannisyanyan, V., Zachares, P., Mosca, A., and Y. Grushka-Cockayne. 2023. Data-Driven Schedule Risk Forecasting for Construction Mega-Projects, *AACE International Transactions*.
3. Randazoo, S., Paik, J.H., Grushka-Cockayne, Y., 2023. Commonwealth Bank: Amplifying Customer Centricity With AI, *Management and Business Review*, 3(1).
4. Lichtendahl Jr, K. C., Grushka-Cockayne, Y., Jose, V. R., & Winkler, R. L. 2022. Extremizing and Anti-extremizing in Bayesian Ensembles of Binary-Event Forecasts. *Operations Research*, 70(5), 2998-3014.
5. Guo, X., Grushka-Cockayne, Y., & De Reyck, B. 2022. Forecasting airport transfer passenger flow using real-time data and machine learning. *Manufacturing & Service Operations Management*, 24(6), 3193-3214. \*\*\*\*\*Finalist in MSOM Practice Paper Competition 2019.

6. Guo X., Y. Grushka-Cockayne, and De Reyck, B. 2020. London Heathrow Airport Uses Real-Time Analytics for Improving Operations, *Journal of Applied Analytics*, 50(5), 325-339, \*\*\*\*\**Finalist in Wagner Competition*.
7. Grushka-Cockayne Y. and V. R. R. Jose. 2020. Combining prediction intervals in the M4 competition, *International Journal of Forecasting*, 36(1), 178-185.
8. Winkler, R. L, Y. Grushka-Cockayne, K. C. Lichtendahl Jr. and V. R. R. Jose. 2019. Probability Forecasts and Their Combination: A Research Perspective. *Decision Analysis*, 16(4), 239-260.
9. De Reyck, B., I. Fragkos, Y. Grushka-Cockayne, K.C. Lichtendahl Jr., H. Guerin, A. Kritzer. 2017. Vungle Inc. Improves Monetization Using Big-Data Analytics. *Interfaces*, 47 (5), 454–466.
10. Grushka-Cockayne Y., K. C. Lichtendahl Jr., V. R. R. Jose and R. L. Winkler. 2017. Quantile Evaluation, Sensitivity to Bracketing, and Sharing Business Payoffs. *Operations Research*, 65(3), 712–728.
11. Grushka-Cockayne, Y., V. R. R. Jose and K. C. Lichtendahl Jr. 2017. Ensembles of Overfit and Overconfident Forecasts. *Management Science*, 63 (4), 1110–1130.  
\*\*\*\*\**Winner of the Decision Analysis Society Publication Award, 2019*.
12. Kettunen, J., Y. Grushka-Cockayne., B. De Reyck and Z. Degraeve. 2015. The Value of New Product Development Flexibility in Competitive Environments. *European Journal of Operations Research*, 244 (3), 892-904.
13. Pfeifer. P. E. Y. Grushka-Cockayne and K. C. Lichtendahl Jr. 2014. The Promise of Prediction Contests. *The American Statistician*, 68 (4), 264-270.
14. Chao, R.O., K. C. Lichtendahl Jr. and Y. Grushka-Cockayne. 2014. Incentives in a Stage-Gate Process. *Production and Operations Management*, 23 (8), 1286–1298.
15. Jose, V. R. R., Y. Grushka-Cockayne and K. C. Lichtendahl Jr. 2014. Trimmed Opinion Pools and the Crowd's Calibration Problem. *Management Science*, 60 (2), 463-475.
16. Lichtendahl Jr., K. C., Y. Grushka-Cockayne and P. E. Pfeifer. 2013. The Wisdom of Competitive Crowds. *Operations Research*, 61 (6). 1383-1398.  
\*\*\*\*\**Finalist in the Decision Analysis Society Publication Award, 2015*.
17. Lichtendahl Jr., K. C., Y. Grushka-Cockayne and R. L. Winkler. 2013. Is it Better to Average Probabilities or Quantiles? *Management Science*, 59 (7), 1594–1611.
18. Read, D. and Y. Grushka-Cockayne. 2011. The Similarity Heuristic. *Journal of Behavioral Decision Making*, 24 (1), 23-46.
19. Grushka-Cockayne, Y. and B. De Reyck. 2009. Towards a Single European Sky. *Interfaces*, 39 (5), 400-414.  
\*\*\*\*\**Finalist in Wagner Competition 2008*
20. Grushka-Cockayne, Y., B. De Reyck and Z. Degraeve. 2008. An Integrated Decision-Making Approach for Improving European Air Traffic Management. *Management Science*, 54 (8), 1395-1409.  
\*\*\*\*\**Finalist in the Decision Analysis Society Practice Award, 2008*.
21. De Reyck, B., Y. Grushka-Cockayne, M. Lockett, S. R. Calderini, M. Moura and A. Sloper. 2005. The Impact of Project Portfolio Management on Information Technology Projects. *International Journal of Project Management*, 23(7), 524-537.

## Working papers

Baucells M., Grushka-Cockayne Y. and Hwang W. [The Effects of Mental Accounting on Project Management and Project Performance](#), 2nd submission to *Management Science*.

Satopää, V.A., Palley, A.B., Grushka-Cockayne Y., Persinger C., Machine-Moderated Judgmental Forecasting to Improve Prediction Accuracy and Decision Making. Reject and Resubmit, *Management Science*.

Petropoulos, F., Grushka-Cockayne Y., Enno Siemsen, Evangelos Spiliotis, [Wielding Occam's razor: Fast and frugal retail forecasting](#). Reject and Resubmit, *Journal of Operations Management*.

Guo X., K. C. Lichtendahl Jr. and Y. Grushka-Cockayne [An Exponential Smoothing Model with a Life Cycle Trend.](#) Revise and Resubmit requested from *MSOM*.

\*\*\*\*\**Winner of Decision Analysis Society Student Paper Award 2018*

\*\*\*\*\**Finalist in POM Data Driven Paper Competition 2019*

### **Work in Progress**

Markou, P., Grushka-Cockayne, Y. and Chao, R., R&D Portfolio Impact and Novelty

Drapkin Z., Grushka-Cockayne Y, Massey, C., and Merrick, J. Exploiting Uncertainty in the NFL Draft

Grushka-Cockayne Y, Lenox M, Faculty Productivity.

Guo X., Y. Grushka-Cockayne, and De Reyck, B, Project forecasting with machine learning.

Grushka-Cockayne Y, V. R. R. Jose, J. Rittich, and J. Soll, Using Prediction Interval Skewness to Improve Forecast Accuracy.

Soll, J., Y. Grushka-Cockayne, V. R. R. Jose, D. Budescu, Perspectives on Diversity: Lessons for Decision Analysis

### **R Packages**

[trimTrees](#), Grushka-Cockayne, Y., V. R. R. Jose, K. C. Lichtendahl Jr. and H. Zeng. 2014.

[projman](#) Greenawald B., Y. Grushka-Cockayne. 2017

### **Book Chapters and Other publications**

Grushka-Cockayne, Y. 2020. Using Data to Revolutionize Project Planning. HBR.org.

R. L. Winkler, V. R. R. Jose, K. C. Lichtendahl Jr. and Y. Grushka-Cockayne, 2018. Aggregating Information with a Quantile Stacker, *Bayesian Analysis*.

Grushka-Cockayne Y., K. Alford, W. Wardle. 2018. Business Leaders Look to the past to inform the future. Darden Ideas to Action.

Freakonomics, Episode 323: Here's Why All Your Projects Are Always Late — and What to Do About, 2018.

Grushka-Cockayne Y., 2018. Project Management Lessons from Healthcare.gov Launch. Darden Ideas to Action.

Grushka-Cockayne Y. and J. Sims. 2017. Three Keys to Project Management: Lessons from the 21<sup>st</sup> Century Battlefield. Darden Ideas to Action.

Grushka-Cockayne Y., S. Erat and J. Wooten. 2017. New Product Development and Project Management Decisions, in Donohue K., E. Katok and S. Leider. Eds. Handbook of Behavioral Operations. Wiley and Son.

Grushka-Cockayne Y., V. Holzmann, H. Weisz and D. Zitter. 2015. A New Hybrid Approach for Selecting a Project Management Methodology. Proceedings of the PMI North American Congress.

Grushka-Cockayne, Y and K. C. Lichtendahl Jr., How Vungle Lets Its Customers Innovate? Case in Point, *The Washington Post*, September 20, 2015.

De Reyck, B., Y. Grushka-Cockayne, I. Fragkos, J. Harrison and D. Read. 2015. *Optimism Bias Study Recommended Adjustments to Optimism Bias Uplifts*, UK Department for Transport.

Grushka-Cockayne, Y, The planning fallacy' can derail a project's best intentions. Case in Point, *The Washington Post*, March 8, 2015.

Eubanks, D. L., D. Read and Y. Grushka-Cockayne. 2015. Biases as a Constraint on Planning Performance, in M. Mumford and M. Frese, Eds. *The Psychology of Planning in Organizations*. Routledge, New York.

Grushka-Cockayne, Y and K. C. Lichtendahl Jr., Is it better to trust the best expert, or the average of a group of experts? Case in Point, *The Washington Post*, November 16, 2013.

Grushka-Cockayne, Y., D. Read and B. De Reyck. Planning for the Planning Fallacy: Causes and Solutions for Unrealistic Project Expectations. *Proceedings of the PMI Research and Education Conference 2012*, Limerick, Ireland.

Kettunen, J., Y. Grushka-Cockayne, B. De Reyck, Z. Degraeve, A. Salo. 2008. Management of new product development: the impact of competition and market characteristics. *Proceedings of the 11th International Workshop on Project Management and Scheduling*, Istanbul, Turkey.

Laseter, T., K. C. Lichtendahl Jr. and Y. Grushka-Cockayne. *Cleaning the Crystal Ball, strategy+business*, 2010.

Grushka-Cockayne, Y. 2007. Book review: Kaliszewski, Ignacy. 2006. Soft computing for complex multiple criteria decision-making. *Interfaces*, 37(6), 588–59.

## Teaching Materials

Freeman, R. E.; Mead, J.; Liedtka, J. M.; Grushka-Cockayne, Y.; Elias, A., Norwegian Women's Beach Handball: Bucking the Bikini Bottoms, Darden Business Publishing Case study UVA-E-0492, 2023.

Freeman, R. E.; Mead, J.; Liedtka, J. M.; Grushka-Cockayne, Y.; Elias, A., Looking for the Fast Break: The WNBA Nears a Quarter Century, Darden Business Publishing Case study UVA-E-0491 2023

Freeman, R. E.; Mead, J.; Liedtka, J. M.; Grushka-Cockayne, Y.; Elias, A., Guimaraes, R.A., Nike: Retaining Talent and Managing a Brand, Darden Business Publishing Case study UVA-E-0485, 2023.

Freeman, R. E.; Mead, J.; Liedtka, J. M.; Grushka-Cockayne, Y.; Elias, A., Santos, G., Bystander Intervention: USA Gymnastics and Beyond (A) and (B), Darden Business Publishing Case studies UVA- E-0482 and E-0483, 2023.

Freeman, R. E.; Mead, J.; Liedtka, J. M.; Grushka-Cockayne, Y., Billie Jean King: Serving Up Leadership, Darden Business Publishing Case studies E-0488, 2022.

Grushka-Cockayne, Y, Hachem, K., Lenox, M., and Maiden, S.E., Cryptocurrency and the Washington Nationals: Once Bitten, Twice Shy? Darden Business Publishing Case study, UVA-S-0393, 2023.

Markou, P., Hattem, J., Grushka-Cockayne, Y. Chao, R., ZS Associates: Refilling the Pipeline, Darden Business Publishing Case study and teaching note UVA-OM-1775, 2022.

Cowan, A.; Grushka-Cockayne, Y., Agile Development, Technical Note UVA-OM-1711, 2021.

Cowan, A.; Grushka-Cockayne, Y., Turse, J., Saving Griffin, Technical Note UVA-OM-1717, 2021.

Lakhani, K.R., Grushka-Cockayne, Y., Paik, J.H., Randazoo, S. Customer-Centric Design with Artificial Intelligence Commonwealth Bank, Harvard Business School N9-622-065 December 2021.

Toffel, M.W., N. Epstein, K. Ferreira, and Y. Grushka-Cockayne. "Assessing Prediction Accuracy of Machine Learning Models." Harvard Business School Technical Note 621-045, August 2020. (Revised September 2020.)

Bojinov, I.I., C. Farronato, Y. Grushka-Cockayne, W.C. Shih, and M.W. Toffel. "Comparing Two Groups: Sampling and t-Testing." Harvard Business School Technical Note 621-044, August 2020.

Grushka-Cockayne, Y., Y., Gino, F., Pisano G., The Tham Luang Cave Rescue: The Search (A), 9-321-034, Harvard Business School, 2020.

Grushka-Cockayne, Y., Gino, F., Pisano G., The Tham Luang Cave Rescue: The Rescue (B) 9-321-035, Harvard Business School, 2020.

Grushka-Cockayne, Y, J T. Polzer, SL. Ma and S Pasternak, Ment.io: Knowledge Analytics for Team Decision Making, Harvard Business School Case 420-078, 2020.

Grushka-Cockayne, Y., Course Overview Note: Applied Business Analytic. Harvard Business School 620-096, 2020.

Grushka-Cockayne, Y., Teaching Note Vispera: Visual Intelligence for Retail. Harvard Business School Teaching Note 620-094, 2020.

Grushka-Cockayne, Y., and Teaching Note 2U: Higher Education Rewired. Harvard Business School Teaching Note 620-095, 2020.

Grushka-Cockayne, Y, G Yucaoglu. Vispera: Visual Intelligence for Retail. Harvard Business School Case 620-022, 2019.

Grushka-Cockayne, Y, K R Lakhani. 2U: Higher Education Rewired. Harvard Business School Case 620-044, 2019.

Grushka-Cockayne, Y, Koes, A.; Reiss, M. Roast, Grind, Brew, Kickstart, Darden Business Publishing Case QA-0900, 2018.

Grushka-Cockayne, Y, Thanh-Trang, H.L, Baber, W., Yemen, G. Strategy at Yuhisai Koudoukan: Reading the Tea Leaves. Darden Business Publishing Case study UVA-S-0303, 2018.

Grushka-Cockayne, Y., McKlindon R., Cornell, J. Project Management and Transparency for Capital Projects. Darden Business Publishing Case study UVA-QA-0899, 2018.

Saxena, A., McFarland, N., Grushka-Cockayne, Y. Keep it Cool. Darden Business Publishing Case study UVA-QA-0898, 2018.

Goelz, C., Willingham, D., Le, S., Grushka-Cockayne, Y. Getting Rich on Crypto. Darden Business Publishing Case study UVA-QA-0897, 2018.

Molloy, N., Grushka-Cockayne, Y. TeeGolf Company: To Exit or Not To Exit. Darden Business Publishing Case study UVA-QA-0894, 2018.

Wilcox, R. T., Grushka-Cockayne, Y., King, N., White, J. UnbeLEAFable Snacks. Darden Business Publishing Case study UVA-M-0911, 2017.

Grushka-Cockayne, Y., T. Hasegawa, Ariake Arena Exercise, Darden Business Publishing Case study UVA-QA-0889, 2017.

Carnahan, E. Kim, H. and Y. Grushka-Cockayne, HealthCare.gov (B), Darden Business Publishing Case study QA-0888, 2017.

Grushka-Cockayne, Y. Yemen, G. DigiPlex: Future-Ready Data Centers, Darden Business Publishing Case study UVA-QA-0880, 2017.

Grushka-Cockayne, Y. and K. C. Lichtendahl Jr. Introduction to Experience-Based Forecasting: Empirical Backtesting, Darden Business Publishing Technical note and spreadsheet UVA- QA-0851 and QA-0851X, 2016.

Green A., Grushka-Cockayne, Y., K. C. Lichtendahl Jr. and Temple Fennell. Opening Casino Jack. Case study, Darden Business Publishing, UVA-QA-0827, 2015.

Mexis G. and Y. Grushka-Cockayne. SunRay's Photovoltaic Power Plant. Case study, Darden Business Publishing, UVA-QA-0837, 2015.

Ward B and Y. Grushka-Cockayne. Healthcare.gov. Case study, Darden Business Publishing, UVA-QA-0836, 2015.

Grushka-Cockayne, Y., K. C. Lichtendahl Jr., B. De Reyck, and I. Fragkos. A/B Testing at Vungle. Case study and teaching note, Darden Business Publishing, UVA-QA-0821, 2015.

Robertson, A. and Y. Grushka-Cockayne. New Menu at Split Banana. Case study, Darden Business Publishing, UVA-QA-0816, 2014.

Grushka-Cockayne, Y. New York City Department of Parks and Recreation. Case study and teaching note, Darden Business Publishing, UVA-QA-0815, 2014.

Grushka-Cockayne, Y., P. Crama, E. Tang and A. Banerjee. Set in Stone. Case study and teaching note, Darden Business Publishing, UVA-QA-0814, 2014.

Sorensen, T., Y. Grushka-Cockayne, and R. Carraway. Flex Technology. Case study and teaching note, Darden Business Publishing, UVA-QA-0811, 2014.

Lichtendahl Jr., K. C., and Y. Grushka-Cockayne. Surveying Professional Forecasters. Case study and teaching note, Darden Business Publishing, UVA-QA-0805, 2013.

Gupta, R., K. C. Lichtendahl Jr. and Y. Grushka-Cockayne. Ocean's Dilemma. Case study and teaching note, Darden Business Publishing, UVA-QA-0789, 2012.

Grushka-Cockayne, Y. and J. Harris. Fair Play at Chisholm University. Case study and teaching note, Darden Business Publishing, UVA-QA-0789, 2012.

Lichtendahl Jr., K. C. and Y. Grushka-Cockayne. Scoring Expert Forecasts. Technical note, Darden Business Publishing, UVA-QA-0772, 2011.

Lichtendahl Jr., K. C. and Y. Grushka-Cockayne. Ballis's Benchmark (A) and (B). Case study and teaching note, Darden Business Publishing, UVA-F-1621, UVA-F-1622, 2010.

Lichtendahl Jr., K. C. and Y. Grushka-Cockayne. Forecasting Engine. On-line forecasting simulation, Darden Business Publishing 2010.

Lichtendahl Jr., K. C. and Y. Grushka-Cockayne. PriceMax. Case study and teaching note, Darden Business Publishing, UVA-QA-0748, 2010.

Grushka-Cockayne, Y. and B. De Reyck. Toward a single European sky. Case study and teaching note, Darden Business Publishing, UVA-QA-0736, 2010.

## **PODCASTS AND MEDIA**

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[Good Disruption](#), University of Virginia Darden School of Business.

## **CONFERENCES AND INVITED TALKS**

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Demystifying Decision-Making and the role of Communicating Uncertainty, Keynote Talk MMI Leadership Summit, March 2023; McGill university, Management Science Research Centre Seminar, April 2023.

Data is the New Muscle: Technology and Sports, Panel Moderator, MIT Sloan Sports Analytics Conference, March 2023.

Play and Learn: Lifelong Learning Through the Project Management Game, PMI Global Summit, 2022.

Communicating Uncertainty, Keynote talk, International Symposium on Forecasting, Oxford, UK, July 2022, Temple University, Fox School of Business, Seminar Series 2023

Democratizing Forecasting Learning, Forecasting for Social Good Workshop, Oxford, UK, July 2022.

Project Management Masterclass, The Chief of Staff Association, May 2022.

Data is the New Muscle: Technology and Sports, Panel Moderator, MIT Sloan Sports Analytics Conference, March 2022

Putting the Ball in Your Court: *an interactive workshop*, Wise Multiplier Summit, MIT Sloan Sports Analytics Conference, March 2022.

From Mission Impossible to Mission Possible: The Tham Luang Cave Rescue: Decision-Making with High Stakes, Decision Analysis Society Webinar Series, January 2022.

Panellist on Expanding the Use of Systematic Forecasting in Organizations and Improving its Value: The UFO Challenge, M5 Forecasting Conference, December 2021.

A Heuristic for Combining Correlated Experts when there is Little Data, Invited talk DIMACS Workshop on Forecasting: From Forecasts to Decisions, March 2021; Cornell SC Johnson College of Business OTIM workshop seminar, April 2021, Retail Thought Leader Series - Bensadoun School of Retail Management, McGill University, September 2021.

Panellist on Infrastructure and Projects Authority Project Delivery Conference, horizon scanning session on the future of project delivery, March 2021.

Designing a Curriculum for Online and Hybrid Classes, Harvard Business Publishing Webinar Series, 2020; Seminar for Faculty at New Mexico Tech, 2020; Seminar for Indian School of Business Faculty, 2020, Melbourne Business School Digital Academy - Masterclass Four, March 2021.

Project Planning and Management, Proposer Innovator Executor (P.I.E.) Entrepreneurship Speaker Series, February 2021.

Using Prediction Intervals' Skewness to Improve Forecast Accuracy, Advances in Decision Analysis, 2019, Milan, Italy, INFORMS 2019, Seattle.

2U: Higher Education Rewired Keynote, 2U Company Meeting 2019, Las Vegas and Cape Town South Africa.

Combining Forecast, The Ecological Forecasting Initiative (EFI) 2019 Conference, Washington, DC.

Data Driven Planning, Future Assembly 2019, Harvard Business School.

A Better Way to Forecast the Future, Women in Data Science Conference, Cambridge 2019.

The Effects of Mental Accounting on Project Management and Project Performance, Kelley School of Business, Indiana University, 2018, INFORMS 2018 Phoenix, Anderson Business School, UCLA 2019, McCombs Business School, UT Austin 2019.

Forecasting Airport Transfer Passenger Flow Using Machine Learning and Real-time Data, INFORMS Analytics Conference, Baltimore, 2018; Institute for Applied Computational Science seminar series, Harvard University, 2019, MSOM 2019 Singapore.

Strategic Decision-Making and Critical Thinking Keynote, Performance Foodservice Sales Meeting, Florence South Carolina, 2017.

Bayesian Ensembles: When and Why to Extremize Binary-Event Forecasts, Harvard Business School, Elder Research Inc., INSEAD, Lee Kong Chian School of Business, SMU, Advances in Decision Analysis, Austin, 2017.

Strategic Decision-Making and Critical Thinking, Leadership Speaker Series, US Chamber of Commerce, 2017.

Vungle Inc. Improves Monetization Using Big-Data Analytics, INFORMS, Nashville, 2016.

Multifarious Project Management Methodologies, INFORMS, Nashville, 2016.

Project Planning – A day in the Park, Information Systems, Operations Management and Statistics departmental seminar, PMI Central Virginia, 2016.

Quantile Evaluation, Sensitivity To Bracketing and Sharing Business Payoffs, Information Systems, Operations Management and Statistics departmental seminar, Stern NYU, 2016.

Failure To Replicate Hyperbolic Discounting In Large-scale Studies, INFORMS, Philadelphia, 2015.

Strategic Decision-Making and Critical Thinking Keynote, The International Foodservice Distributors Association (IFDA) Distribution Solutions Conference, Phoenix, 2015.

A New Hybrid Approach for Selecting a Project Management Methodology, PMI Global Congress 2015, Orlando, Florida.

Transportation & Project Management Dialogue, Women in Transportation Panel, Washington DC, 2015.

Ensembles of Overfit and Overconfident Forecasts, ADA conference, DC, 2014; Boston College W. Klein Seminar Series, 2014; INFORMS, San Francisco, 2014.

Optimism Bias in Project Planning, POMS Atlanta, 2014; Decision Lens Webinar. 2014.

Distilling the Wisdom of Crowds: Methods for Combining Distributional Forecasts, Johnson School of Business, Cornell University Seminar Series 2014, Darden Dean's Faculty Research, INFORMS Business Analytics conference, Boston, 2014, Elder Research Inc. Seminar Series.

Overcoming the Planning Fallacy, POMS Denver, 2013; INFORMS Minneapolis 2013; George Washington University Research Seminar 2014.

The Wisdom of Small Crowds of Probability Forecasters, INFORMS Phoenix 2012.

The Wisdom of Competitive Crowds, POMS Chicago, 2012; INFORMS, Phoenix, 2012, INFORMS Minneapolis 2013.

Planning for the Planning Fallacy, at PMI Research and Education Conference 2012, Limerick, Ireland.; POMS Reno, 2011; SPUDM conference, Kingston UK, 2011; INFORMS Charlotte, 2011.

Perceived Repeated Risk and the Allais Paradox, at INFORMS Charlotte, 2011.

Incentives for Complex R&D Projects, at The Jerusalem School of Business Administration at the Hebrew University of Jerusalem and at the Industrial Engineering and Management department at Ben Gurion University in Beer Sheva, Israel.

The Value of Flexibility in New Product Development: The Impact of Competition, at POMS Vancouver, May 2010.

Towards a Single European Sky: OR seminar series, London School of Economics, UK. 2008.



An integrated decision-making approach for improving European air traffic management, Management Science seminar series, Judge Business School, *University of Cambridge*, UK. 2008; INFORMS annual meeting, Seattle, USA. 2007.

Management of new product development: the impact of competition and market characteristics, International Workshop on Project Management and Scheduling, Istanbul, Turkey. 2008.

The similarity heuristic: Economics of Behaviour and Decision Making seminar series, *Westminster Business School*, UK. 2008; INFORMS annual meeting, Seattle, USA. 2007; London Judgment and Decision Making Group seminar series, *University College London*, UK. 2007; The Affect, Motivation and Decision Making International conference, Dead Sea, Israel. 2006.

New product development: the impact of competition, INFORMS annual meeting, Seattle, USA. 2007.

Valuing flexibility in multi-generation new product development, INFORMS annual meeting, Seattle, USA. 2007.

Towards a single European sky case study, INFORMS annual meeting, Seattle, USA. 2007.

Selecting operational improvements for European air traffic management, INFORMS annual meeting, Pittsburgh, USA. 2006; EURO XXI, Reykjavik, Iceland. 2006.

## HONORS AND AWARDS

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2023 Initiated as a member of The Raven Society, University of Virginia

2016, 2017, 2018, 2022 Faculty Marshal for the MBA Residential Program

2013, 2022 Darden Outstanding Faculty Award, Residential Program

2021 Darden School outstanding performance in teaching recognition for academic year 2020-21.

2019 Winner of the *Decision Analysis Society Publication Award 2019*

2019 Finalist in the *Daniel H. Wagner Prize for Excellence in Operations Research Practice*

2019 Finalist in the *MSOM Practice* award.

2013, 2018 Darden Faculty Diversity Award

2012, 2014, 2015, 2016, 2017, 2018 Nominee, Darden Outstanding Faculty Award

2016 Finalist in the *Daniel H. Wagner Prize for Excellence in Operations Research Practice*

2016 Batten Research Grant ("*Innovation Interlocks*")

2016 Wells Fargo Award for online course development for the course "Fundamentals of Project Planning and Management."

2016 Nominee, 2016 Virginia Outstanding Faculty Award

2015 Batten Research Grant ("*Measuring Venture Capital Networks*")

2015 University of Virginia All-University Teaching Award

2012 Honored Faculty, University of Virginia's Mead Endowment and The John Colley Award

2011 Batten Research Grant ("*Planning for the Planning Fallacy*")

2011 The Darden Morton Leadership Faculty Award

2011 2<sup>nd</sup> place in the *DSI Teaching Case Competition* with the case "Ballis' Benchmark", with Casey Lichtendahl

- 2010 3M Nontenured Faculty Grant (three-year award)
- 2010 2<sup>nd</sup> place in the *INFORMS 2010 Annual Case Competition* with the case “PriceMax”, with Casey Lichtendahl
- 2009 The University of Virginia’s Excellence in Diversity Fellowship
- 2008 Finalist in the *Daniel H. Wagner Prize for Excellence in Operations Research Practice*
- 2007 Finalist in *INFORMS Eighth Annual Case Competition* with the case “Towards a single European sky”, with Bert De Reyck
- 2007 Finalist in *INFORMS Decision Analysis Society’s Practice Award* with the paper “An integrated decision-making approach for improving European air traffic management”, with Bert De Reyck and Zeger Degraeve
- 2005 *Graduate Teaching Assistant Teaching Prize*, London School of Economics
- 2003 *PhD Programme Financial Award*, London Business School
- 1999 *The Rector’s Award for Achievement*, Ben-Gurion University
- 1998 *Dean’s List*, Ben-Gurion University
- 1995 *The President of Israel Outstanding Officer Award*, Israel Defense Force

## **TEACHING EXPERIENCE**

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- 2023 Faculty Lead Darden Global Residency:  
Morocco: Gateway to Africa
- 2022 Faculty Lead Darden Worldwide Courses:  
Sweden: Entrepreneurship, Innovation and Sustainability
- 2013 – 2017, 2020 – present MBA and Executive MBA Project Management Elective Course
- 2009 – 2017, 2020 – present MBA and Executive MBA Decision Analysis Core Course
- 2021 – present Harvard Online Course: *Data Science for Business*
- 2021 Executive MBA Data Science in Business Elective Course
- 2020 Harvard Business School MBA EC Applied Business Analytics
- 2018, 2019 Harvard Business School MBA RC TOM (Technology and Operations Management)
- 2018 Faculty Lead Darden Worldwide Courses:  
Israel: Entrepreneurship and Innovation  
Japan: Where Tradition Meets Innovation
- 2017 Faculty Lead, Darden Worldwide Course to Japan: Mega Projects and Other Projects
- 2016 Doctoral seminar Advanced Qualitative Methods
- 2016 – 2018 MBA Data Science in Business Elective Course
- 2016 NYU Stern MBA Operations Management Core course; Decision Model Elective Course

2015 – 2017 Faculty Co-Lead, Darden Before Darden, Pre-matriculation experience

2015 – MOOC *Fundamentals of Project Planning and Management*, (Enrolled: 200,000+; completed with certificate: 15,000+) available via Coursera, FutureLearn. Offered to UVa McIntire Executive Certificate in Management Program students.

2014 Faculty Lead, Darden NOLS Experience

2009 – 2016 Faculty Lead, The Business of Film, Darden Cannes Film Festival Field Experience

## OTHER ACADEMIC EXPERIENCE

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Ad hoc reviewer for: Management Science, Decision Analysis, Operations Research, Production and Operations Management, IEEE Transactions on Engineering Management.

### Editorial Roles

2022- **Associate Editor**, *INFORMS Journal on Data Science*  
2021 – **Special Issue Guest Editor**, *Decision*  
2019 – **Department Editor**, *Management and Business Review*  
2016 – **Associate Editor**, *Operations Research*  
2014 – **Associate Editor**, *Management Science*

2018 – 2022 **Associate Editor**, *Decision Analysis*

2017 – 2019 **PhD External Committee member**: Stephanie Kelly (Queens),

2017 – 2019 **PhD Committee member**: Faraz Dadgostari (UVa), David Soule (VCU)

2016, 2017 **Head of Search Committee**, Darden's Quantitative Analysis Area.

2015 – Guest Lecturer, Project Management, **London Business School**.

2020 **President-Elect**, INFORMS Decision Analysis Society.

2012 – 2017 **Secretary/Treasurer**, INFORMS Decision Analysis Society.

2022 **Conference Chair**, Advances in Decision Analysis

2014, 2017, 2019, 2022, 2024 **Conference Planning Committee**, Advances in Decision Analysis

2010 – 2012 **Session Chair**, POMS Annual Conference.

2006 – 2017 **Session Chair and Track Organizer** INFORMS Annual Meeting.

## EXECUTIVE EDUCATION

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2022 **Faculty Lead** Project Management for Apex Clean Energy.

2019 – 2022 **Faculty Lead** Project Management for Central Bank of Turkey.

Teaching in the Harvard Business Analytics Program.

Custom Executive Education Programs for: GEICO, Moore Stephens, La Colombe, Daimler.

- 2017, 2019     **Faculty Lead** Project Management for HubSpot.  
Custom Executive Education Programs for: Nordgold, Multilateral Investment Guarantee Agency (MIGA, World Bank Group).
- 2016 – 2018   **Faculty Lead** Navy Federal Credit Union Leadership Program, The Women’s Leadership Program (Darden Open Enrollment), Project Management for Woodward.
- 2016           Project Management for Leaders For Becton Dickinson Medical (CEIBS China).
- 2015 –         **Faculty Lead** Project Management For Executives (Darden Open Enrollment); Project Management for Celgene.
- 2015 – 2018   Open Enrollment Executive Education: Strategic Analysis and Decision Making.
- 2015 –         Custom Executive Education Programs for: CoStar, EXL, Owens & Minor, AB InBev, Landmark Aviation, Piedmont Natural Gas, IFDA, First Tennessee Bank, CarMax, Navy Federal Credit Union Leadership, Cargill, CapitalOne.
- 2014 – 2016   Navy and Army Understanding Industry Courses, Army Intermediate Program.
- 2013 – 2014   Rational Thinking for Naval Special Warfare Support Activity Leadership.
- 2013 – 2014   Critical Thinking Capability Building for Navy Federal Credit Union Leadership.
- 2011 – 2012   Quantitative Methods for Darden’s Navy BRM Executive Education Program.
- 2011           Shire Pharmaceuticals Workshop on Project management.

## PROFESSIONAL EXPERIENCE

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- 2022 – present   Advisor member: *SharpRank*  
Advisory Board member: *The American Pavillion*
- 2020 – present   Advisory Board member: *Wheel Invent, nPlan, Ment.io*
- 2019 – present   Board of Trustees member, Darden School Foundation.
- 2019 – 2020     Consultant to Eli Lilly; Consultant to NFL team.
- 2018 – 2019     Consultant to nPlan and High Speed 2 Rail; Consultant to Heresy.
- 2017 – 2018     Consultant to University of Virginia School of Medicine
- 2013 – 2017     Treasurer and Board of Trustees member, Mountaintop Montessori School.
- 2016 – 2017     Consultant to PPL Electric Utilities, Consultant to D.A.T
- 2014 – 2016     Consultant to Heathrow Airport and Eurocontrol
- 2014             Consultant to Merck Serono on project management.
- 2013 – 2014     Consultant to Vungle Mobile on data analytics
- 2012 – 2015     Consultant to Network Rail UK and the Department for Transport UK
- 2005 – 2006     Consultant to Eurocontrol on decision analysis.
- 2004             Consultant to Dunlop Aerospace on project management.
- 2001 – 2002     Eshbel Technologies Ltd., San Francisco, USA: USA branch Marketing Director.