

Faculty Study Tour

Brazil 2012



Program Dates:
May 7, 2012 – May 11, 2012

Contact Information:
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Schedule

Faculty Study Tour: May 7-11, 2012

	Monday 7th	Tuesday 8th	Wednesday 9th	Thursday 10th	Friday 11th
	Sao Paulo	Sao Paulo	Sao Paulo	Rio de Janeiro	Rio de Janeiro
Morning	Alcoa Host: Frank Feder, President, Alcoa Latin America & Caribbean	Lojas Riachuelo Host: Flavio Rocha, CEO	Azul Host: David Neeleman, Founder and CEO	IBM Host: Ricardo Pelegrini, President IBM Brazil	Beleza Natural Host: Leila Velez, Founder and CEO
Afternoon		Embraer Host: Pedro Ferraz, President, Embraer Institute for Education and Research	Insper Host: Claudio Haddad, President	EBX Favela Tour	Tour to Sugar Loaf Mountain
Evening		Group Dinner "Brasil a gosto" 8:30 pm	Flight to Rio TAM Airlines 3950 Depart 6:29pm Arrive 7:30pm	Soccer Match "Fluminense-Internacional" 10:00 pm	

Participants



Omar Besbes is Assistant Professor at the Graduate School of Business. He teaches courses in Operations Management as well as advanced Analytics. His research interests lie in the general problem area of decision making under model uncertainty, with an emphasis on applications in pricing and revenue management. At a high level, a broad stream of his research is motivated by the simple fact that most practical operational decisions are based on limited data and face the challenge of significant uncertainty with regard to the models that may drive decisions. A first objective of his research has been to further the understanding of the implications of model uncertainty on firms' performance and on the type of tactical prescriptions they ought to follow to counter such uncertainty. A second objective is to better capture current practices, i.e., how firms actually operate in uncertain environments, and quantify the potential consequences of such practices. Before joining Columbia in July 2009, he was on the faculty at the Wharton School, University of Pennsylvania.



Nelson M. Fraiman is Professor of Professional Practice and Director of the W. Edwards Deming Center. He is also the faculty director of Entrepreneurship and Competitiveness in Latin America (ECLA), a program for Latin American entrepreneurs who aim to be successful across borders. His current research centers on entrepreneurship and operational excellence. Fraiman joined the faculty in 1995 after a 17-year career at International Paper Company, where his most recent position was chief technology officer. He teaches operations management and strategy and has conducted executive education programs in Argentina, Chile, Colombia, Holland, Israel, Mexico, South Korea, the United States, and Uruguay. Nelson holds a BS in industrial engineering, an MS, MBA, and PhD from Columbia University.



Felipe Henriquez has been the CFO of Groupon LatAm (except Brazil) since June 2010. Prior to this role, he co-founded his first company, Cafe Orígenes, back in 2004 with his partner Cristobal Duch. In 2009 they sold the company to a family office. A year later Felipe invested in a start up needish.cl and became co-founder of clandestuento.cl which was acquired by Groupon in June 2010. Born in 1980 in Santiago de Chile, he earned a degree in Industrial Civil Engineering from Diego Portales University and participated in the ECLA program at Columbia Business School in 2010.



Marcelo Olivares is Associate Professor at the Graduate School of Business. He teaches the core MBA course “Operations Management” and a doctoral course in Statistics and Data Analysis. His research focuses in empirical work in various areas of Operations Management, including Retail Operations, Supply Chain Management and Service Operations Management. In his doctoral dissertation, he studied inventory performance in the U.S. automobile supply chain, revealing significant factors that help to explain the differences in finished-goods inventory across domestic and foreign auto manufacturers. For this work he received the first prize in the student competition of the Production and Operations Management Society. His research with retailers uses a novel technology based on digital image recognition to track store operational metrics such as product stock-outs and customer waiting times, analyzing how these factors affect customer purchasing behavior. His work in service operations spans from service procurement in the Chilean government to healthcare management applications. Professor Olivares is a native from Chile. He earned an Industrial Engineering degree from University of Chile in 2000 and a PhD in Operations Management and M.A. in Statistics from The Wharton School in 2007.



Paula S. Pontiliano joined the W. Edward Deming Center for Quality, Productivity, and Competitiveness at Columbia Business School in 2010. She coordinates all Deming Center activities, including the annual Deming Cup Award Ceremony, the Advisory Board Meetings, the Deming Forum, the Faculty Study Tour, mentoring breakfasts for students, and conferences. Prior to Columbia Business School she worked at Tenaris S. A. for three years as part of the company's continuous improvement team. Paula holds a B.A. and M.S. in Industrial Engineering from the University of Buenos Aires.



Rita A. Ricobelli is the Deputy Director of the Center for Environmental Research and Conservation at the Earth Institute, Columbia University (EI). Ricobelli joined EI in February 2007 as the coordinator of international operations, becoming the director of research under EI's Office of Academic and Research Programs. Her research focuses on combining sustainable development and sports. Ricobelli has fostered cross-disciplinary collaborations to integrate Columbia's varied initiatives related to sustainable development. She has supported research, education and practice projects on poverty reduction, health promotion, youth development, gender equity, climate change, energy, water and urban development. Ricobelli has over fifteen years of experience in the public, private and nonprofit sectors. She worked for Argentina's government on

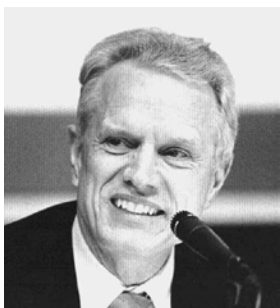
foreign trade and as Business Development Director at Hicks-Muse's Pan-American Sports Network. She later joined a New York-based educational not-for-profit, followed by work as a consultant to Columbia Business School in Latin America. She received her bachelor's degree in international business from Universidad Argentina de la Empresa and her master's degree from the School of International and Public Affairs at Columbia University.



Medini R. Singh comes to Columbia from the Tuck School of Business at Dartmouth. At Tuck, Singh taught the MBA core course in operations management for the last six years. He has also taught MBA electives on time-based competition and simulation modeling. Singh has also taught in the Department of Industrial and Operations Engineering at the University of Michigan, Ann Arbor, where he won the 1991 Teacher of the Year Award. His research interests are in the areas of modeling, analysis and optimization of manufacturing and service systems. His current research focuses on the impact of demand and supply uncertainties on the performance of supply chains. Singh has published numerous articles on the impact of yield, demand and supply uncertainties on the performance of manufacturing systems. He has also consulted for several Fortune 500 companies. His PhD is from Carnegie Mellon University.



Nicolas Stier-Moses is Associate Professor at the Graduate School of Business. His research focuses on the impact that self-mindedness has on decentralized systems. In particular, his goal is to explore mechanisms that can help coordinate competitors, either by design or by offering the correct incentives. The main applications of his research are in supply chain management, and in distribution, transportation and telecommunication networks. He received the 2006 Glover-Klingman Prize (best paper published in Networks) and the 2008 INFORMS Transportation Science and Logistics Section Best Paper Award. Prof. Stier teaches courses in MBA, Executive MBA and PhD programs about Managerial Decision Making and the interface between Operations and Game Theory. He received a Ph.D. degree from the Operations Research Center of the Massachusetts Institute of Technology.



Thomas J. Trebat is Executive Director of the Institute of Latin American Studies and of the Institute's Center for Brazilian Studies. Trebat joined Columbia University after a lengthy career on Wall Street dedicated to economic research on Latin America. He previously served as Managing Director and Head of the Latin America team in the Economic and Market Analysis department of Citigroup. He joined Citicorp Securities in 1996 as the head of

Emerging Market Research. Previously, Trebat worked at Bankers Trust, the Ford Foundation, and Chemical Bank. As a senior international economist at Bankers Trust, he was involved in many aspects of country debt negotiations in Brazil, Chile, Mexico and elsewhere in Latin America during the 1980s. At the Ford Foundation, he served for four years as the Regional Director for Latin America and Caribbean Programs. At Chemical Bank, he organized and directed the emerging markets research group. Trebat is a member of the Council of Foreign Relations. He is the author of *Brazil's State-owned Enterprises: A Case Study of the State as Entrepreneur* (Cambridge University Press, 1983). As of July 1, 2012 Tom will relocate to Rio and become the head of Columbia's Global Center in Brazil. He holds a PhD in economics from Vanderbilt University.



Garrett J. van Ryzin is the Paul M. Montrone Professor and Chair of the Decision, Risk, and Operations Division of the School. His research interests include analytical pricing, stochastic modeling, and operations management. He is coauthor of the book *The Theory and Practice of Revenue Management*, which won the 2005 Lanchester prize for best published work in operations research. His research has been supported by grants from the National Science Foundation and major corporations, and he has served as a consultant to many leading companies. He was Editor in Chief of *M&SOM*, currently serves as Area Editor for *Operations Research*, and is an *INFORMS* and *MSOM* Fellow. He received the B.S.E.E. degree from Columbia University, and the degrees of S.M. in Electrical Engineering and Computer Science and Ph.D. in Operations Research from MIT.



Gabriel Y. Weintraub is Associate Professor at the Graduate School of Business. His research covers several subjects that lie at the intersection of operations research and microeconomics. He is particularly interested in developing mathematical and computational models for the economic analysis of problems in operations. Professor Weintraub received the 2002 IFORS Prize for Operations Research in Development, which is given every three years to the best application of operations research in a developing country. His research has been published in such prestigious journals as *Operations Research* and *Econometrica*. He teaches operations management and microeconomic and game theoretical modeling. He earned his MA and PhD from Stanford University.