

# POMS College of Sustainable Operations

## 2010 Mini-Conference – Vancouver, BC

May 6, 2010

### AGENDA

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8:45 – 9:00	Welcome
9:00 – 10:00	“The Interface between New Product Development and Sustainable Operations” Stelios Kavadias, <i>Georgia Tech</i>
10:00 – 10:30	Coffee Break
10:30 – 11:15	“Humanitarian Logistics: A Field Perspective” Alfonso Pedraza Martinez, <i>INSEAD</i>
11:15 – 12:15	<i>Industry Keynote: “Sustainability in Operations”</i> Burton Hamner, <i>Cleaner Production LLC</i>
12:15 – 1:15	<b>LUNCH</b>
1:15 – 2:30	Plenary: “Electricity Markets: A Supply Chain and Optimization Perspective” Shmuel Oren , <i>UC Berkeley</i>
2:30 – 3:00	Coffee Break
3:00 – 4:15	Plenary: “Sustainability from Many Angles” Andrew Hoffman, <i>University of Michigan</i>

## Morning research session overviews:

### *NPD and Sustainable Operations*

Stylianos (Stelios) Kavadias, Edward J. Brown Jr. Associate Professor of Technology and Operations Management at the College of Management at Georgia Tech, will be moderating a discussion session on the interface of New Product Development and Sustainable Operations Management. The discussion will start with a short presentation of open research problems at this interface and will be followed by a Q&A session.

### *Humanitarian logistics*

The need for humanitarian action is expected to rise significantly in the years to come. Transportation, the second largest overhead cost to international humanitarian organizations after personnel, offers interesting research opportunities to improve operational efficiency. INSEAD Ph.D. Candidate Alfonso Pedraza Martinez will report on the results of 70 interviews of humanitarian staff across three continents from some of the largest humanitarian organizations. The interviews focus on the complete 4x4 vehicle supply chain and involve staff at all levels, from headquarters to the field.

## About our keynote speaker:

**Burton (Burt) Hamner** worked for 15 years in cleaner production and industrial pollution prevention before starting his own renewable energy manufacturing company. As an environmental planner for the Washington Department of Ecology he helped over 100 companies develop toxics reduction and pollution prevention plans and implement clean technologies. As an international consultant to the US Agency for International Development he lived in the Philippines and Peru and worked in 16 countries advising industry on clean and sustainable practices. He was a professor of operations management and environmental management at the Asian Institute of Management in Manila, Philippines, and a professor of management accounting at the Universidad del Pacifico in Lima, Peru. In 2007 he directed a study of tidal power generation for a major public utility, then he invented a new hydrokinetic turbine and started a new company, Hydrovolts Inc., to develop and market it. In 2009 Hydrovolts was a finalist and a winner of the National Sustainability Award in the Cleantech Open, a national business plan contest. (The winning sustainability plan is available for download from the Hydrovolts.com website).

## About our plenary speakers:

**Shmuel Oren** is the Earl J. Isaac Professor in the Science and Analysis of Decision Making in the Department of Industrial Engineering and Operations Research at the University of California at Berkeley and former Chairman of that department. Over the last twelve years he has served as the Berkeley site director of PSerc - a multi-university Power Systems Research Center sponsored by the National Science Foundation and industry members. He is also Co-Chair of the Management of Technology Program of the College of Engineering and Haas School of Business at Berkeley. His research and consulting activities over the last two decades have focused on the development of analytical models and tools and on the design and economic analysis of market mechanisms and pricing strategies in the context of the private and public sector and in regulated industries, particularly electric power. Dr. Oren has published extensively on the subjects of numerical optimization, nonlinear pricing and the application of such pricing in the context of telecommunications and electric power, incentive design, bidding, transmission pricing, electricity market restructuring and other related topics. He holds B.Sc and M.Sc degrees in Mechanical Engineering from the Technion in Israel and M.S. and Ph.D degrees in Engineering Economic Systems from Stanford University. He is a Fellow of the IEEE and of INFORMS.

**Andrew (Andy) Hoffman** is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; a position that holds joint appointments at the Stephen M. Ross School of Business and the School of Natural Resources & Environment. Within this role, Andy also serves as Associate Director of the Frederick A. and Barbara M. Erb Institute for Global Sustainable Enterprise. Andy has published seven books and over seventy articles/book chapters on environmental and social issues as they relate to business. He was awarded the 2003 Faculty Pioneer/Rising Star award from the World Resources Institute and the Aspen Institute. His book, *From Heresy to Dogma: An Institutional History of Corporate Environmentalism*, was awarded the 2001 Rachel Carson Prize from the Society for Social Studies of Science. Andy holds a Ph.D. from the Massachusetts Institute of Technology, awarded jointly by the Sloan School of Management and the Department of Civil and Environmental Engineering. Prior to academics, Andy worked for the US Environmental Protection Agency, Metcalf & Eddy Environmental Consultants, T&T Construction & Design and the Amoco Corporation. He serves on advisory boards of the Oakwood Healthcare System, University of Michigan Museum of Art, Earth Portal, Center for Environmental Innovation, and Canopy Partnership, as well as the editorial board of *Organization & Environment*.