

## Kris (Johnson) Ferreira

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### ACADEMIC POSITIONS

**Harvard Business School, Harvard University**, Boston, MA 2015-present  
*Assistant Professor of Business Administration*  
Technology and Operations Management Unit  
*Parental Leave 2017-18, 2019-20*

### EDUCATION

**Massachusetts Institute of Technology**, Cambridge, MA 2010-2015  
PhD in Operations Research, Operations Management Track  
Thesis: "Analytics in Online Markets"

**Georgia Institute of Technology**, Atlanta, GA 2003-2007  
BS in Industrial and Systems Engineering

### ACADEMIC PUBLICATIONS & RESEARCH

#### Published Papers

Ngwe, D., Ferreira, K. and T. Teixeira. The Impact of Increasing Search Frictions on Online Shopping Behavior: Evidence from a Field Experiment. *Journal of Marketing Research*. (forthcoming)

Ferreira, K. J., Simchi-Levi, D., and H. Wang. (2018). Online Network Revenue Management using Thompson Sampling. *Operations Research*, 66(6), 1586-1602.

Named a Finalist for the **2015 IBM Service Science Best Student Paper Award**.

Ferreira, K. J., Lee, B. H. A., and D. Simchi-Levi. (2016). Analytics for an Online Retailer: Demand Forecasting and Price Optimization. *Manufacturing & Service Operations Management*, 18(1), 69-88.

Named a Finalist for the **2019 M&SOM Best Paper Award, 2018 M&SOM Best Paper Award, and 2015 Innovative Applications in Analytics Award**. This work with the online retailer Rue La La was awarded the **2014 INFORMS Revenue Management & Pricing Section Practice Award**.

Johnson, K., Simchi-Levi, D., and P. Sun. (2014). Analyzing Scrip Systems. *Operations Research*, 62(3), 524-534.

### **Papers under Review**

Ferreira, K. J., and J. Goh. Assortment Rotation and the Value of Concealment. *Minor Revision, Management Science*.

Ferreira, K. J., Parthasarathy, S., and S. Sekar. Learning to Rank an Assortment of Products. *Major Revision, Management Science*.

Ferreira, K. J., Goh, J., and E. Valavi. Intermediation in the Supply of Agricultural Products in Developing Economies. *R&R, Manufacturing & Service Operations Management*.

### **Working Papers**

Aouad, A., Elmachtoub, A., Ferreira, K. J., and McNellis, R. Model Trees for Personalization.

Ferreira, K. J. and E. Mower. Demand Learning and Dynamic Pricing for Varying Assortments.

This work with Zenrez was named a finalist for the **2019 INFORMS Revenue Management & Pricing Section Practice Award**.

### **Cases**

Ferreira, K., Goh, J., Lau, D. H., and T. Q. Phan. *GHN and Ahamove: Last-Mile Delivery in Vietnam*. Harvard Business School Case #N9-619-051. March 2019.

Ferreira, K., and K. Lakhani. *Flashion: Art vs. Science in Fashion Retailing*. Harvard Business School Case #N9-617-059. March 2017.

### **TEACHING EXPERIENCE**

#### **Assistant Professor, Harvard Business School**

Technology & Operations Management (MBA Core) 2015, 2016 (Fall)

Independent Project Supervision 2016-2018

Digital Strategy & Innovation, Harvard Bus. Analytics Program (HBAP) 2018

Operations & Supply Chain Management, HBAP 2019

*Parental Leave 2017-18, 2019-2020*

#### **Instructor, MIT**

Operations & Supply Chain Management (ESD.763) 2013 (Summer)

**Teaching Assistant, MIT**

The Theory of Operations Management (15.764)	2014 (Spring)
Supply Chain Planning (15.762)	2012, 2013 (Spring)
Manufacturing System & Supply Chain Design (15.763)	2012, 2013 (Spring)
Data, Models, and Decisions (15.060)	2012 (Fall)

**Awarded the 2013 Graduate Student Award for Excellence in Engineering Systems Teaching.**

**EXECUTIVE EDUCATION****Assistant Professor, Harvard Business School**

BTG Pactual Executive Program – HBS	2019
Transforming Customer Experiences – HBS	2019
Managing Healthcare Delivery – HBS	2019
Samsung Executive Program – HBS	2019
Bertelsmann Executive Program – HBS	2018, 2019
Competing on Business Analytics & Big Data - HBS	2016-2019
Leading Professional Services Firms – HBS	2018
Achieving Breakthrough Service – HBS	2017
Driving Digital Strategies – HBS	2017
Volkswagen Group China Executive Committee Program - China	2017
Competing on Business Analytics & Big Data - Malaysia	2016

**External Workshops**

Consumer Goods Forum – HBS	2019
Target Executive Offsite – HBS	2019
Samsung CEO Summit – Palo Alto	2018
Google, Competing on Business Analytics & Machine Learning-Chicago	2018
Nike, Machine Learning in Retail - HBS	2018
Innovation Leader IMPACT Conference - HBS	2018
African American Business Leadership Conference - HBS	2018
Google, Machine Learning in Online Retail - Chicago	2017
QVARTZ, Competing on Business Analytics-Denmark, Sweden, Norway	2017
Target Data Sciences Group – Palo Alto	2015

**OTHER TEACHING EXPERIENCE**

HBS Business of AI, Short Intensive Program	2019
HBS Summer Venture in Management Program	2018
Harvard Graduate School of Arts & Sciences 10-day MBA Program	2018
South Carolina Connections Academy Graduation Speaker	2018

## INVITED PRESENTATIONS

### **Learning to Rank an Assortment of Products**

University of Toronto, Rotman School of Management	2019
Southern Methodist University, Cox School of Business	2019
Rutgers Business School	2019
Stanford, Graduate School of Business	2018
NYU, Stern School of Business	2018
Harvard, Institute for Applied Computational Science	2018
UC Boulder, Leeds	2018
HBS TOM Workshop	2018
INFORMS Revenue Management & Pricing Section Conference	2018
MSOM Conference	2018
Fashion Operations Conference	2018
Retail Analytics Workshop at UNC	2018
Consortium for Operational Excellence in Retailing	2018
HBS Common Connections	2017

### **Demand Learning and Dynamic Pricing for Varying Assortments**

INFORMS Business Analytics Conference	2019
Consortium for Operational Excellence in Retailing	2019
INFORMS Revenue Management & Pricing Section Conference	2019

### **Choice Model Trees: Segmenting Individuals to Improve Demand Prediction**

HBS Junior Faculty Seminar	2017
HBS TOM Workshop	2017
INFORMS Annual Meeting (presented by M. Young)	2017

### **Choosing an Assortment Rotation Strategy to Boost Sales**

INFORMS Annual Meeting	2018
INFORMS Revenue Management & Pricing Section Conference	2017
MSOM Conference	2017
ISMS Marketing Science Conference	2017
Fashion Operations Conference	2017
MIT, Operations Research Center	2017
Consortium for Operational Excellence in Retailing	2017
HBS TOM Workshop	2017
INFORMS Annual Meeting (presented by J. Goh)	2017
INFORMS Annual Meeting	2016
INFORMS Revenue Management & Pricing Section Conference	2016
INFORMS International Conference	2016
POMS Annual Conference	2016
INFORMS Annual Meeting	2015

### **Intermediation in the Supply of Agricultural Products in Developing Economies**

MSOM Conference	2017
INFORMS Annual Meeting (presented by E. Valavi)	2017

### **Data-Driven Pricing**

Overstock.com	2016
Zenrez	2016
International Program in Digital Business, Harvard University	2016
Digital Initiative Summit, Harvard Business School	2015
Disney Data & Analytics Conference	2015
Target Data Sciences Group	2015
Duke University, Fuqua School of Business	2015
Carnegie Mellon University, Tepper School of Business	2015
Univ. of Washington, Foster School of Business	2015
Boston College, Carroll School of Management	2015
Univ. of Texas at Dallas, Naveen Jindal School of Management	2015
Georgia Institute of Tech., School of Industrial & Systems Engineering	2014
MIT, Sloan School of Management	2014
Northwestern University, Kellogg School of Management	2014

### **Analytics for an Online Retailer: Demand Forecasting & Price Optimization**

Consortium for Operational Excellence in Retailing	2016
INFORMS International Conference	2016
POMS Annual Conference	2016
College of William & Mary, Dept. of Mathematics	2016
MIT, Optimization Methods in Business Analytics Course	2016
INFORMS Business Analytics & Operations Research Conference	2014, 2015
INFORMS Annual Meeting	2014, 2015
Harvard University, Harvard Business School	2015
Univ. of Pennsylvania, Wharton School	2015
Univ. of North Carolina, Kenan-Flagler Business School	2015
Rutgers University, Rutgers Business School	2015
Univ. of Waterloo, Dept. of Management Sciences	2015
MSOM Conference (Supply Chain Operations SIG)	2014
INFORMS Revenue Management & Pricing Section Conference	2014
Oracle Retail Research Group	2014
Emory University, Goizueta Business School	2014

### **Online Network Revenue Management using Thompson Sampling**

HBS Common Connections	2017
Joint Statistical Meeting (JSM)	2016
INFORMS International Conference	2016
INFORMS Annual Meeting	2014

### **Analyzing Scrip Systems**

INFORMS Annual Meeting	2011, 2012, 2013
POMS Annual Conference	2012
MIT, Sloan School of Management	2012

## PROFESSIONAL SERVICE

### **Doctoral Advising**

Maya Balakrishnan (HBS)	2019-present
Ryan McNellis (Columbia IEOR)	2018-2019
Yasaman Mohammad Shahi (Georgia Tech ISyE)	2017-2019
Emily Mower (Harvard Kennedy School)	2016-2019
Ehsan Valavi (HBS)	2016-2018

### **Program Committee**

INFORMS Revenue Management & Pricing Conference	2019
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### **Session Chair**

INFORMS Annual Meeting	2014, 2016, 2017
POMS Annual Conference (2 sessions)	2016

### **Journal Referee**

Management Science	2015-2019
Manufacturing & Service Operations Management <i>M&amp;SOM Meritorious Service Award</i>	2016-2019
Operations Research	2015-2019
Associate Editor for Naval Research Logistics Special Issue on Analytics and Operations of Online Retailing	2019
Production and Operations Management	2015-2017
European Journal of Operational Research	2015, 2018
National Science Foundation (proposal evaluation)	2017

### **Other**

HBS Advisory Group for Research Computing	2018-2019
HBS TOM Faculty Recruiting Committee Member	2017-2019
HBS START Orientation Program – Panel Participant	2018-2019
MSOM Student Paper Competition Judge	2017-2019
HBS Faculty Integration Committee Member	2017
HBS TOM Doctoral Recruiting Committee Member	2017
HBS TOM Unit Research Day Co-Coordinator	2016
MIT Resources for Easing Friction and Stress (REFS)	2011-2015
MIT Operations Research Center Seminar Series Coordinator	2013

## INDUSTRY EXPERIENCE

<b>Alvarez &amp; Marsal</b> , Atlanta, GA <i>Operations &amp; Supply Chain Management Consultant</i>	2007 - 2010
<b>UPS Supply Chain Solutions</b> , Alpharetta, GA <i>Project Manager, Transportation Solutions</i>	2005 - 2006
<b>Central Intelligence Agency</b> , Langley, VA <i>Industrial Engineering Intern, Top Secret Security Clearance</i> Earned the CIA's Exceptional Performance Award.	2004

## HONORS & AWARDS

Finalist (two-time), M&SOM Best Paper Award  
Winner (with Rue La La), INFORMS Revenue Management & Pricing Section Practice Award  
Finalist (with Zenrez), INFORMS Revenue Management & Pricing Section Practice Award  
MIT Graduate Student Award for Excellence in Engineering Systems Teaching  
Finalist, INFORMS Innovative Applications in Analytics Award  
Finalist, IBM Service Science Best Student Paper Award  
M&SOM Meritorious Service Award (multiple times)  
Georgia Institute of Technology President's Scholar  
Central Intelligence Agency's Exceptional Performance Award

## MEDIA

*Lessons from the Sushi Conveyor Belt.* Harvard Business Review. July-August 2017. Page 28.

*Hiding Products From Customers May Ultimately Boost Sales.* Harvard Business School Working Knowledge. March 2017.

*Innovative Business/IT Solutions: Q&A.* IBM Retail Industry C-Suite Study. June 2016.

*Faculty Q&A: Price Check.* Harvard Business School Alumni Bulletin. March 2016.

*How Do You Predict Demand and Set Prices For Products Never Sold Before?* Harvard Business School Working Knowledge. December 2015.

*Analytics in Online Flash Sales: Demand Forecasting and Price Optimization.* INFORMS Online. December 2015.