

# Fredrik Ødegaard

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## CONTACT INFORMATION

Ivey Business School  
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## EDUCATION

**Sauder School of Business, UBC**, Vancouver, Canada  
Ph.D. Management Science (2008)

**Stanford University**, Stanford, USA  
M.S. Statistics (1998); M.S. Engineering-Economic Systems and Operations Research (1997)

**Arizona State University**, Tempe, USA  
B.S. Purchasing and Logistics Management (Minors: Mathematics, Philosophy; 1996)

## EMPLOYMENT

**Ivey Business School, UWO**, London, Canada **2007 - present**  
*Associate Professor (with tenure), 2015 -*  
*Assistant Professor, 2007 - 2015*  
*Cross-Appointment: Dept. Applied Mathematics*  
*On leave June 2013 - April 2014 (at Faculty of Engineering, Lund University, Sweden)*  
*Sabbatical leave July 2016 - June 2017*

**Sauder School of Business, UBC**, Vancouver, Canada **2002 - 2007**  
*Instructor - Introduction to Operations Management (2006)*  
*Project Advisor, Centre for Operations Excellence, Projects: Vancouver Coastal Health Authority (2004), Workers Compensation Board (2003)*

**R.R. Institute of Applied Economics**, Malmö, Sweden **2001 - 2010**  
*Programme Director (2001 - 2002), Research Associate (2002 - 2010)*  
Clients include: Novo Nordisk, Swedish Armed Forces Head Quarters, Swedish Inst. Evaluation of Labor Market and Education Policy, Danish Ministry of Energy

**i2 Technologies**, Copenhagen, Denmark **1998 - 2001**  
*Solution Architect/Post-Sales Consultant*  
Projects included: Fujitsu-Simens Computers, Nokia, Lucchini, Infineon, Royal Copenhagen

## TEACHING - WESTERN UNIVERSITY

### Courses Taught, Ivey Business School

- PhD Core - Foundations of Management Science I (6.5 2012, 5.2 2014, 2015)
- PhD Core - Foundations of Management Science II (6.5 2012, 6.0 2014)
- PhD Core - Directed Reading (- 2015)
- MSc Core - Business Statistics (5.4 2014, - 2015)
- MSc Core - Big Data Analytics (- 2015)
- MSc Elective - Decision Making with Analytics (6.2 2010, 4.3 2011)
- MBA Elective - Competing with Analytics (5.2 2009)
- HBA2 Elective - Competing w. Analytics (6.3 '09, 5.2 '10, 4.6 '11, 5.7 '12, 5.7 '14, - & - '15)
- HBA2 Elective - Revenue Management (6.1 2009, 5.6 2010, 6.0 2012)

- HBA2 Elective - Creative Analytics (- 2015)
- HBA2 Elective - Directed Studies (2009, 2010, 2015)
- HBA1 Core - Competing with Analytics (5.9&6.1 2007, 6.0&5.5 2008)
- HBA2 Core - Ivey Field Project (2015)  
(avg. evaluation overall effectiveness; out of 7)

#### **Training of Highly Qualified Personnel**

- Kyle Maclean, PhD supervisor (2012-present)
- Daero Kim, PhD co-supervisor (2011-present)
- Foad Hassanmirzaei, PhD co-supervisor (2009-2015; Thesis defense 8 Dec, 2015)
- Reza Mahjoub, PhD co-supervisor (2009-2014; Thesis defense 23 April, 2014)
- Jianbo Qian, PostDoc co-supervisor (2012-2015)
- NSERC undergraduate summer internship: Nolan Anderson, 2015; Yang Yang, 2012; Andrew Brennan, 2010
- Irene Baby, MITACS Globalink internship (2011)

#### **Examination Committee Member**

- Mihaela Alina Nastasoiu, Marketing PhD (28 Jun 2016)
- Na Li, Statistics PhD (7 Dec 2015)
- Jin Won Choi, Applied Math PhD (18 Nov 2011)
- Craig Sorochuk, Management Science PhD (27 Oct 2011)

#### **Course Development, Ivey School of Business**

- PhD Core [2] - Foundations of Management Science I and II (2012)
- MSc Core [1] - Big Data Analytics (2015)
- MSc Elective [1] - Decision Making with Analytics (2010); Big Data Analytics (2015)
- HBA2 Elective [2] - Revenue Management (2009); Creative Analytics (2015)

TEACHING - LUND  
UNIVERSITY

#### **Courses Taught, Faculty of Engineering**

- MSc Elective - Quality and Control Management (2013)
- MSc Core - Management Organization (2013; 2013)

#### **Training of Highly Qualified Personnel**

- MSc co-supervisor, Jan - May 2014: Karim Mabrouk and Fredrik De Craene Johansson; Adam Carlson, Karin Emilsson and Elin Wennerström
- MSc supervisor, Jan - July 2014: Isabelle Athle; Sixten Björkén
- MSc co-supervisor, Sept 2013 - Feb 2014: Karolina Skog and Linda Rundqwist; Max Berg

#### **Examination Committee Member**

- Olle Stenius, Licentiate (26 Feb 2014)

EXECUTIVE  
DEVELOPMENT

#### **Ivey Asia Executive Education**

*HKU-Ivey Executive Leadership Program in Data Analytics and Big Data; Module 3 - Strategic Optimization* (3 day Executive Education, May 2016)

#### **Executive Foundation Lund, EFL**

*Competing with Business Analytics* (3 day EMBA/Executive Education, Nov 2014)

PUBLICATIONS -  
REVENUE  
MANAGEMENT

- [9] Mirzai, **Ødegaard** and Yan, Airline Switching Revenue with Price-Guarantees, accepted *J. Revenue and Pricing Management*, Aug 2016
- [8] Banciu and **Ødegaard**, Optimal Product Bundling with Dependent Valuations: the Price of Independence, *Euro. J. Operational Research*, Vol.255 (2) 2016
- [7] **Ødegaard** and Wilson, Dynamic Pricing of Primary Products and Ancillary Services, *Euro. J. Operational Research*, Vol.251 (2) 2016
- [6] Kim, Davison and **Ødegaard**, Do Retailers Set Optimal Prices in the Case of Retail Gasoline Market?, *Int. J. Revenue Management*, Vol. 8 (3/4) 2015
- [5] Mirzai, **Ødegaard** and Yan, Customer Revenue Sharing and User Reward Programs in Online Social Media, *Omega*, Vol. 57, Part B, Dec 2015
- [4] Anderson, **Ødegaard** and Wilson, A Newsvendor Approach to Inventory and Pricing Decisions in NYOP Channels, *J. Revenue and Pricing Management*, Vol.14 (1) 2015
- [3] **Ødegaard** and Anderson, All-Pay Auctions with Pre- and Post-Bidding Options, *Euro. J. Operational Research*, Vol.239 (2) 2014
- [2] **Ødegaard** and Puterman, Selling in Channels with Uncertain Price, *J. Revenue and Pricing Management*, Vol.11 (4), 2012
- [1] **Ødegaard** and Puterman, Estimating Intermediate Price Transitions in Online Auctions, *Applied Stochastic Models in Business and Industry*, Vol. 28 (6), 2012

PUBLICATIONS -  
HEALTH CARE

- [8] Borg, Palaszewski, Gerdtham, **Ødegaard**, Roos and Gudbjornsdottir, Patient Reported Outcomes Measures and Risk Factors together in quality register for more patient-centred Diabetes care in Sweden, *Int.J.Env.Res.&Pub.Health*, Vol.11(12), 12223-12246, 2014
- [7] **Ødegaard** and Roos, Measuring the Contribution of Workers' Health and Psychosocial Work-Environment on Production Efficiency, *Production & Operations Mgt*, Vol.23 (12), Dec 2014
- [6] Mahjoub, **Ødegaard**, and Zaric, Health-based Pharmaceutical Pay-for-Performance Risk Sharing Agreement, *J. Operational Research Society*, Vol.65 (4) 2014
- [5] **Ødegaard** and Roos, Measuring Worksite Health Promotion Programs: An Application of Structural Equation Modeling with Ordinal Data, *Euro. J. Health Econ.*, Vol.14 (4), Aug 2013
- [4] de Zordo, Ahmed, **Ødegaard**, Girtler, Jaschke, Klauser, Chhem and Romagnoli, US-guided therapy of calcific tendinopathy: clinical and radiological outcome assessment in shoulder and non-shoulder tendons, *Ultraschall Medizin/Euro. J. Ultrasound*, Vol.32 (1), Jan 2011
- [3] **Ødegaard**, Chen, Quee and Puterman, Improving the Efficiency of Hospital Porter Services, Part I: Study Objectives and Results, *J. Healthcare Quality*, Vol.29 (1), 2007
- [2] **Ødegaard**, Chen, Quee and Puterman, Improving the Efficiency of Hospital Porter Services, Part II: Staff Schedule Optimization and Porter Operations Simulation Model, *J. Healthcare Quality*, Vol.29 (1), 2007
- [1] Chen, Gerschman, **Ødegaard**, Puterman, Puterman, and Quee, Designing an Efficient Hospital Porter System, *Health Care Quarterly*, Aug 2005

WORKING PAPERS

- Maclean and Ødegaard, Dynamic Stochastic Knapsack Problem with Adaptive Interaction (draft available, Aug 2016)
- Mahjoub, Ødegaard and Zaric, Evaluation of a pharmaceutical risk-sharing agreement when patients are screened for the probability of success (invited for 2<sup>nd</sup> round review, *Health Economics*, Dec 2015)

WORK IN PROGRESS

- Banciu, Ødegaard and Stanciu, Revenue and Pricing Bounds of Pure Bundles
- Ødegaard and Zheng, Sequential All-Pay Auctions with Sunk Bid Credit
- Kim, Davison and Ødegaard, Retail Gasoline Pricing using Swap Structures and Loyalty Programs
- Qian and Ødegaard, Pricing of Ancillary Services for Multiple Groups
- Ødegaard, Behavioral Bidding Biases in Online Auctions

- Brennan, Ødegaard and Zaric, Factors Predicting Retention and Cessation of Methadone Maintenance Treatment
- Brennan, Krishnamoorty and Ødegaard, Strategies and Arbitrage in Online Sports Betting

#### REPORTS

- **Ødegaard, F.**, and P. Roos, Measuring Workers' Health and Psychosocial Work-Environment on Firm Productivity. *Swedish Inst. Evaluation of Labour Market and Education Policy (IFAU), Working Paper Series 2012:17*, Oct 2012
- **Ødegaard, F.**, Analytical and Empirical Models of Online Auctions. PhD Thesis, University of British Columbia, July 2008
- Roos, P., **F. Odegaard**, R. Fare, G. Bergstrom, H. Bertilson, and I. Jensen, Health and Productivity - Final Report: Part II. The AHA study; Work and Health in the Process and Manufacturing Industry. *Section of Personal Injury Prevention, Department of Clinical Neuroscience, Karolinska Institute (Swedish only)*. Nov 2005
- Chen, L., M. Gerschman, **F. Odegaard**, D.K. Puterman, M.L. Puterman, and R. Quee, Improving Efficiency of Porter Operations in Two Vancouver Hospitals. *Center of Health Care Management, UBC*. June 2005

#### CONFERENCE PROCEEDINGS

- Mahjoub, R., **F. Odegaard**, and G.S. Zaric, Health economic evaluation of a pay-for-performance risk-sharing Agreement. *39th ORAHS Istanbul, Turkey*, July 2013
- **Odegaard, F.**, P. Roos, and I. Jensen, EQ-5D and lifestyle in a panel of Swedish employees 2000-2004, *24th Scientific Plenary Meeting of the EuroQol Group*, Proceedings:381-383, 2007

#### COMMENTARIES & EDITORIALS

- **Ødegaard, F.**, Better Informed Customers for Improved Revenue Management?, *J. Revenue and Pricing Management (Thoughts)*, Vol.14 (1) 2015

#### WEBINAR

- **Ødegaard, F.**, Measuring the Effect of Workers Health on Firm Productivity. *Canadian Inst. for the Relief of Pain and Disability (CIRPD)*, 27 June 2013

#### CASES & NOTES

##### **Ivey Publishing**

- [15] Caribbean Oceans Hotel (Teaching Note), pending release, May 2016
- [14] Risks and Rewards in Professional Tennis (Teaching Note), pending release, May 2016
- [13] Vocram Airways (A) & (B), 9B13E013w, 9B13E014w, Nov 2014
- [12] Travel Time on US-202 South (A) & (B), 9B12E011, 9B12E012 (TN 8B12E011), Oct 2012
- [11] Roberts Communication, Pending Release, April 2011
- [10] Student Plays Fantasy Hockey (A) & (B), 9B10E017, 9B10E018, Jun 2011
- [9] Note on Logistic Regression - Statistical Significance of Beta Coefficients, 9B10N014, Aug 2010
- [8] Note on Logistic Regression - The Binomial Case, 9B10E012 (TN 8B10E005), July 2010
- [7] Peace Matunda, Pending Release, April 2010
- [6] Note on Logistic Regression, 9B10E005 (TN 8B10E005), Feb 2010
- [5] Note on Quantity Based Revenue Management: The Single Resource Case, 9B09E026, Nov 2009
- [4] Replacing El Poderoso, 9B09E025 (TN 8B09E25), Nov 2009
- [3] Online Auctions - Dell Financial Services (A), 9B09E022, Oct 2009
- [2] Toronto Rehab, 9B09E016 (TN 8B09E016), Oct 2009
- [1] Vancouver General Hospital: Improving Porter Efficiency (A), 9B09E017, Oct 2009

INVITED TALKS

- School of Accounting & Finance, University of Waterloo, Canada, May 2016
- School of Management, University of San Francisco, USA, Feb 2014
- Smith School of Business, Queen's University, Canada, Mar 2013
- School of Business, Economics, and Law, University of Gothenburg, Sweden, June 2012
- Dept. of Operations Management, University of Chicago, USA, Feb 2012
- Dept. of Production Management, Lund University, Sweden, Sept 2011
- Dept. Mgt. Sci. and Info. Sys., Rutgers Business School, USA, Mar 2011
- Dept. of Management Sciences, Univ. Waterloo, Canada, Sept 2010
- The Institute for Labour Market Policy Evaluation, Uppsala, Sweden, June 2010
- Dept. of Statistics & Actuarial Science, Univ. Western Ontario, Canada, Nov 2009
- XIV Latin-Ibero American Congress on Operational Research (CLAIO 2008), Semi-Plenary Speaker, 2<sup>nd</sup> ALIO/INFORMS Workshop on OR Education, Cartagena, Columbia, Sept 2008
- Fac. de Ciències Econòmiques i Empresariales, Universitat Pompeu Fabra, Spain, Jan 2007
- Fac. de Ciências Económicas e Empresariais, Univ. Católica Portuguesa, Portugal, Jan 2007
- Production, Technology and Operations, IESE Business School, Spain, Jan 2007
- Operations and Technology, IE Business School, Spain, Jan 2007
- Ivey School of Business, Univ. Western Ontario, Canada, Jan 2007
- Dept. of Production Management, Lund University, Sweden, May 2006

CONFERENCE

PRESENTATIONS

*(selection of invited sessions last 10 years only)*

Research

- Price & Profit Bounds for Large Bundles with Dependent Valuations. CORS Banff, May 2016
- Adaptive Dynamic Stochastic Knapsack Problem with Interaction. CORS Banff, May 2016
- Managin Change Rev. w/ Presence of Time-Uncertain Customers. POMS Orlando, May 2016
- Bundle Pricing and Profit Bounds with Dependent Valuation. POMS Orlando, May 2016
- Pricing of Primary and Ancillary Services. Rev Mgt & Pricing Services Paris, Dec 2015
- Price Guarantees using Loyalty Programs and Swap... CORS-INFORMS Montreal, June 2015
- Bundling with Dependent Valuations: The Price of Indep. INFORMS San Fran., Nov 2014
- Bundle Pricing with Dependent Valuations. IFORS Barcelona, July 2014
- Optimal Bundling with Dependent Valuations. INFORMS Minneapolis, Oct 2013
- Optimal Bundle Pricing with Dependent Valuations. EURO XXV Rome, July 2013
- Airline Revenue Management with Switching Fees. CORS Vancouver, May 2013
- Revenue Management with Ancillary Services. CORS Vancouver, May 2013
- Behavioral Bidding Strategies. INFORMS Phoenix, Oct 2012
- Customer Revenue Sharing Program in Online Social Media. INFORMS Phoenix, Oct 2012
- Retail Selling with All-Pay Auctions. EURO XXV Vilnius, July 2012
- Secondary Revenue Management. INFORMS Revenue Mgt. Berlin, June 2012
- Pharmaceutical Risk-Sharing Contracts. CORS Niagara Falls, June 2012
- Optimizing Switching Fees as a Source of Revenue. CORS Niagara Falls, June 2012
- Optimal Oligopoly Pricing of Retail Gasoline. CORS Niagara Falls, June 2012
- Effect of Workers' Health Status ... N. American Prod. Wrkshp, Rice Univ., June 2012
- Retail Selling with All-Pay Auctions. INFORMS Charlotte, Nov 2011

- Modeling a Risk Sharing Agreement .... INFORMS Charlotte, Nov 2011
- Retail Selling with All-Pay Auctions. INFORMS Revenue Mgt. Columbia Univ., June 2011
- Effect of Health on Firm Productivity. INFORMS Healthcare Montreal, June 2011
- Selling in Channels with Uncertain Price. INFORMS Revenue Mgt. Cornell Univ., June 2010
- Analytical and Empirical Analysis of Online Auctions. CLAIIO Columbia, Sept 2008
- Optimal Release and Empirical Analysis of Online Auctions. IFORS South Africa, July 2008
- Empirical Investigation of Online Auction Dynamics. CORS London, May 2007
- Optimal Release of Inventory Using Online Auctions. CORS London, May 2007
- Price Variation and Release Strategies of Online Auctions. INFORMS Pittsburgh, Nov 2006
- Price Variability of Online Auctions and .... MSOM Atlanta, June 2006

#### Education

- Teaching Undergraduate Analytics using Cases. INFORMS Philadelphia, Oct 2015
- OR/MS Case Teaching in Engineering Programs. IFORS Barcelona, July 2014
- Designing and Teaching Case-Based Revenue Management. CORS Niagara Falls, June 2012
- Case Based Learning. CORS St. John's, May 2011
- Workshop on Teaching OR using Cases. EURO XXIV Lisbon, July 2010
- Case-Based Teaching of Rev Mgt. INFORMS Revenue Mgt. Cornell Univ., June 2010
- Ruminations from a Rookie MS/OR Professor. IFORS South Africa, July 2008
- Bringing the Real World of OR into the Classroom (Workshop with P. Bell and G. Rand). IFORS South Africa, July 2008
- Dazzle them with Math. CORS Québec, May 2008
- Teaching OR/MS Using Spreadsheets - Curse or Blessing. CORS Québec, May 2008

#### SERVICE

##### **Ivey Business School, Western University**

- *Promotion & Tenure Committee*: 2015
- *Search Committee*: Management Science (2008, 2009, 2015 Chair); Centre for Building Sustainable Value (2010)
- *PhD Coordinator*, Management Science (2009 - 2013)
- *Faculty Liaison*, Ivey Connects (2007 - 2010), HBA Analytics Club (2014 - present)
- *Ad Hoc Ivey Committees*: HBA Academic Integrity (2009), Annual Retreat (2015), HBA Admission/Re-Evaluation (2015), Learning Management Systems (2015), HBA Grade Appeal Committee (2016)
- *PhD Thesis Examination Chair*: Y.Xiong (22 Aug 2014), A.Benoit (26 Aug 2014), S. Svenningsen (26 Nov 2015)

##### **Canadian Operational Research Society**

Past President (June 2016 - May 2017)  
 President (June 2015 - May 2016)  
 Vice President (June 2014 - May 2015)  
 Chair of Education Program (July 2010 - May 2013)  
 Council Member (July 2010 - June 2012; June 2014 - present)  
 Cluster Chair CORS Annual Conference (2008, 2011)

##### **Editor Board Member**

Journal of Revenue and Pricing Management (2013 - present)

### Ad-hoc Reviewer

Transportation Science; Production & Operations Management; INFORMS Transactions on Education; Forest Science; NSERC; Fonds Société et Culture; MITACS; MSOM Conference 2011; Socio-Economic Planning Sciences; 2012 Carolyn Dexter International Best Paper Award; Euro. J. Health Economics; J. Revenue & Pricing Management; Asia-Pacific J. Operational Research; Decision Sciences; Euro. J. Operational Research; J. Systems Science & Systems Eng.; J. Institutional & Theoretical Economics; J. Air Transport Management

### GRANTS

- MITACS Globalink Program, Canada, *Risk Sharing Contracts Between Healthcare Payer and Pharmaceutical Drug Manufacturers*, (2011)
- NSERC Discovery Grant, Canada, *Dynamics of Online Auctions* (PI), \$85,000 (2009-2014)
- IFAU, Sweden, *Investment in work related psycho-social health and its effect on productivity* (PI), SEK 535,800 (2009-2010)

### HONORS AND AWARDS

- Cross-Enterprise Leadership Centre Fellowship 2008, 2010 - *Centre for Building Sustainable Value, Ivey School of Business*
- CORS 2007 Student Paper Competition (Winner) - *Optimal Release of Inventory Using Online Auctions: The Two Item Case*
- CORS 2005 Practice Prize Competition (Winner) - *Improving Efficiency of Porter Operations in Two Vancouver Hospitals*
- UBC: E.D. McPhee Fellowship (2002-2006); ASU: Magna Cum Laude, Harry B. Wiggins award

### PROFESSIONAL AFFILIATIONS

INFORMS, CORS, POMS