

# Joseph M. Hall

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## PROFESSIONAL EXPERIENCE

- 2000 - present **TUCK SCHOOL OF BUSINESS AT DARTMOUTH**, Hanover, NH  
*Visiting Associate Professor of Business Administration.*  
Teach executive programs and MBA courses in the areas of operations management, operations strategy, service operations, statistical analysis, and microeconomics.
- 2011 - 2012 **COLUMBIA BUSINESS SCHOOL**, New York, NY  
*Visiting Associate Professor of Business Administration.*  
Taught core MBA course in operations management.
- 2003 - present **CONSULTANT**, Hanover, NH  
Engaged with service and manufacturing organizations in the areas of operations strategy, process improvement, and value chain organization. Client industries have included health care, business process outsourcing, consumer durable goods, and industrial equipment. Consulting work has also included teaching executive education sessions on operations strategy.

## PROFESSIONAL INTERESTS

My research, teaching and consulting interests encompass the general areas of service operations management, operations strategy, and supply chain management. My recent research focuses on the ways that firms use information about their customers in their decisions about how to price and provision service for those customers.

## EDUCATION

- 2000 **STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS** **PhD**  
Ph.D. in Operations, Information and Technology. GPA: 4.0/4.0  
Principal Advisor: Professor Evan L. Porteus  
Dissertation Title: "Dynamic Management of Capacity and Customer Service"
- 1995 **UNIVERSITY OF WASHINGTON** **MBA**  
School of Business Administration. GPA: 4.0/4.0
- 1989 **CALIFORNIA INSTITUTE OF TECHNOLOGY** **BS**  
Bachelor of Science with Honors in Electrical Engineering. GPA: 3.8/4.0

## RESEARCH PUBLICATIONS, WORKING PAPERS AND INVENTIONS

Hall, Joseph M., et al, "Retailer Dynamic Pricing and Ordering Decisions: Category Management versus Brand-by-Brand Approaches," *Journal of Retailing*, Vol. 86, No. 2.

Hall, Joseph M. and M. Eric Johnson, "When Should a Process Be Art, Not Science?," *Harvard Business Review*, March, 2009.

Hall, Joseph M., Praveen K. Kopalle, and David F. Pyke, "Static and Dynamic Pricing of Excess Capacity in a Make-To-Order Environment," *Production and Operations Management*, Vol. 18, No. 4.

Fleischmann, Moritz, Joseph M. Hall, and David F. Pyke, "Smart Pricing," *Sloan Management Review*, Vol. 45, No. 2.

Hall, Joseph M. and Evan L. Porteus, "Customer Service Competition in Capacitated Systems," *Manufacturing & Service Operations Management*, Vol 2, No. 2.

Fleischmann, Moritz, Joseph M. Hall, and David F. Pyke, "A Dynamic Pricing Model for Coordinated Sales and Operations," under review at *Naval Research Logistics*.

Hall, Joseph M. and Evan L. Porteus, "Joint Price and Service Level Choice Under Monopoly," working paper.

Hall, Joseph M. and Evan L. Porteus, "Capacity Games and Customer Valuation," working paper.

"A Multiplexing System for Plural Channels of Electromagnetic Signals," U.S. Patent 5,266,911, co-inventor. Canadian and European patents also secured.

## ACADEMIC AWARDS

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|---------|--|
| 2012    | Honorable Mention, William R. Davidson Award, <i>Journal of Retailing</i>        |
| 2012    | Tuck Class of 2012 Core Teaching Excellence Award                                |
| 1998    | INFORMS Doctoral Colloquium Fellow   |
| 1995-99 | <i>Future Professor of Manufacturing Fellowship</i> , Sloan Foundation grant     |
| 1996-97 | <i>Jaedicke Fellowship</i> , for scholarly performance, Stanford Business School |
| 1993-95 | <i>Ron Crockett Endowed Scholarship</i> , University of Washington               |
| 1995    | <i>Beta Gamma Sigma</i> , business honor society, University of Washington       |
| 1987    | <i>Tau Beta Pi</i> , engineering honor society, Caltech                          |
| 1986-89 | <i>Burton E. Greene Memorial Scholarship</i> , Caltech                           |
| 1985    | <i>Valedictorian</i> , Central Kitsap High School, Silverdale, Washington        |

## TEACHING-RELATED PUBLICATIONS

*The Contract Manufacturing Decision at AlphaTech, Inc.*, Stanford GSB Case.

*Enhancing Service at Southwest Airlines*, Tuck School Case.

*Technology and Quality at Steinway and Sons*, Tuck School Case.

*Armadillo Air, Incorporated*, Tuck School Case.

*Piedmont Airlines: Discount Seat Allocation (B) and (C)*, Tuck School Cases.

## TEACHING

2000 - present

### **TUCK SCHOOL OF BUSINESS AT DARTMOUTH**

#### OPERATIONS STRATEGY (Executive Education Sessions)

Sessions taught include business process strategy and execution, supply chain management, and quality management. These sessions have been part of numerous 3- and 5-day executive education courses offered by the Tuck School.

#### TOOLS FOR IMPROVING OPERATIONS (MBA Elective)

Focus is high leverage tools that can be used to improve manufacturing and service operations. Content is case discussion interspersed with lecture. Recent student evaluation results: 5.8/6.0

#### MANAGEMENT OF SERVICE OPERATIONS (MBA Elective)

Developed this new elective course. Focus is design and management of service delivery processes from the perspective of the consultant or manager. Content is balance of lecture and case discussion. Recent student evaluation results: 5.4/6.0

#### MANAGERIAL ECONOMICS (MBA Core Course)

Course covers microeconomics with an emphasis on competitive equilibrium and pricing techniques. Recent student evaluation results: 5.6/6.0

#### ENERGY ECONOMICS (MBA Elective)

Course covers various aspects of the energy industry through an economic lens. Recent student evaluation results: 5.7/6.0

#### OPERATIONS MANAGEMENT (MBA Core Course)

Course covers a broad array of operations issues with an emphasis on material of interest to general managers. Recent student evaluation results: 5.9/6.0

#### STATISTICS FOR MANAGERS (MBA Core Course)

Course is a survey of statistical modeling techniques, including hypothesis testing and regression. Recent student evaluation results: 5.9/6.0

### **COLUMBIA BUSINESS SCHOOL, COLUMBIA UNIVERSITY**

#### OPERATIONS MANAGEMENT (B6801) (MBA Core Course)

Course is the introductory Operations Management course for first-year MBA students. Recent student evaluation results: 4.9/5.0

### **SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS, CHENGDU, CHINA**

OPERATIONS AND SUPPLY CHAIN MANAGEMENT (Executive MBA Core Course)  
Taught an intensive four day program on operations for senior managers.

**THAYER SCHOOL OF ENGINEERING AT DARTMOUTH**

OPERATIONS MANAGEMENT (Master of Engineering Management Core Course)  
Course provides an overview of operations for future engineering managers.

**OTHER PROFESSIONAL EXPERIENCE AND CORPORATE AFFILIATIONS**

- 1992-93      **FRED HUTCHINSON CANCER RESEARCH CENTER**, Seattle, WA  
*Member of Technical Staff*. Designed and operated specialized cell analysis equipment in support of medical research programs.
- 1989-91      **HUGHES ELECTRONICS**, El Segundo, CA  
*Member of Technical Staff*. Design of communications payloads for commercial satellites. Presented with Division Invention Award and awarded U.S. and foreign patents.