

Lennart Baardman

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Employment

- 2019–Present** **University of Michigan, Ross School of Business**, Ann Arbor, MI
Assistant Professor of Technology and Operations
- 2014–2019** **Massachusetts Institute of Technology**, Cambridge, MA
Research and Teaching Assistant
- 2017** **Adobe Systems Incorporated**, San Jose, CA
Data Scientist Intern
- 2013** **ABN AMRO Commercial Finance N.V.**, 's Hertogenbosch, Netherlands
Data Scientist Intern
- 2011-2013** **University of Groningen**, Groningen, Netherlands
Research and Teaching Assistant

Education

- 2014–2019** **Massachusetts Institute of Technology**, Cambridge, MA
PhD in Operations Research, track in Operations Management.
Thesis: *Analytics in Promotion Planning and Advertising*
Advisor: Prof. Georgia Perakis
- 2013-2014** **University of Cambridge**, Cambridge, United Kingdom
MASt in Mathematics.
Essay: *Applicable Combinatorial Auctions*
- 2010-2013** **University of Groningen**, Groningen, Netherlands
BSc in Econometrics and Operations Research, summa cum laude.
Thesis: *Multiple Traveling Salesman Problem with Equal Visits: An Application to AS/RS Scheduling*
Advisor: Prof. Kees Jan Roodbergen

Papers (Published and Accepted)

L. Baardman, S. Borjian Boroujeni, T. Cohen-Hillel, K. Panchamgam, G. Perakis. 2019. *Detecting Customer Trends for Optimal Promotion Targeting*. Accepted for publication in **Manufacturing & Service Operations Management**.

- First place in POMS College of Supply Chain Management Best Student Paper Award
- Honorable mention in MSOM Practice-Based Paper Competition
- Finalist in POMS-JD.com Best Data-Driven Research Paper Competition
- Finalist in INFORMS Service Science Cluster Best Paper Award
- Finalist in INFORMS Social Media Analytics Best Student Paper Award

L. Baardman, M.C. Cohen, K. Panchamgam, G. Perakis, D. Segev. 2019. *Scheduling Promotion Vehicles to Boost Profits*. **Management Science** 65(1) 50-70.

- First place in INFORMS Service Science Cluster Best Paper Award

L. Baardman, K.J. Roodbergen, H.J. Carlo. 2016. *Job Sequencing in a Miniload System*. **14th IMHRC Proceedings, Karlsruhe**.

Papers (Under Review and In Progress)

L. Baardman, I. Levin, G. Perakis, D. Singhvi, 2017, *"Leveraging Comparables for New Product Sales Forecasting*. Major revision in **Operations Research**.

- First place in POMS Applied Research Challenge
- First place in POMS College of Supply Chain Management Best Student Paper Award
- Honorable mention in MIT Operations Research Center Best Student Paper Competition

L. Baardman, K.J. Roodbergen, H.J. Carlo. 2017. *A Special Case of the Multiple Traveling Salesman Problem in End-of-aisle Picking Systems*. Major revision in **Transportation Science**.

L. Baardman, K. Panchamgam, G. Perakis. 2018. *Pass-through Constrained Vendor Funds for Promotion Planning*. Major revision in **Manufacturing & Service Operations Management**.

L. Baardman, E. Fata, A. Pani, G. Perakis. 2018. *Learning Optimal Online Advertising Portfolios with Periodic Budgets*. Submitted to **Operations Research**.

- Finalist in George Nicholson Student Paper Competition
- Finalist in INFORMS Service Science Cluster Best Student Paper Award

L. Baardman, E. Fata, A. Pani, G. Perakis. *Dynamic Creative Content Optimization in Online Display Advertising*. Work in progress.

L. Baardman, T. Cohen-Hillel, G. Perakis. *Trade Funds from the Manufacturer's Perspective: Joint Demand Forecasting and Dynamic Pricing*. Work in progress.

Patents

US20190066128A1 - *Computer System and Method to Predict Customer Behavior Based on Inter-Customer Influences and to Control Distribution of Electronics Messages*. Application published in February 2019 (L. Baardman, S. Borjian Boroujeni, T. Cohen-Hillel, K. Panchamgam, G. Perakis).

Teaching Experience

University of Michigan, Ann Arbor, MI

2019 Fall Instructor for TO 899 Predictive and Prescriptive Analytics in Operations Management

Massachusetts Institute of Technology, Cambridge, MA

2018 Fall Teaching Assistant for 15.764 Data, Models, and Decisions – Executive MBA (6.78/7)

2017 Fall Teaching Assistant for 15.764 Data, Models, and Decisions – Executive MBA (6.56/7)

2016 Fall Teaching Assistant for 15.764 Data, Models, and Decisions – Executive MBA (6.66/7)

	University of Groningen , Groningen, Netherlands
2013 Spring	<i>Teaching Assistant</i> for Estimation and Testing
2013 Spring	<i>Teaching Assistant</i> for Multivariate Analysis
2012 Spring	<i>Teaching Assistant</i> for Hypothesis Testing
2012 Spring	<i>Teaching Assistant</i> for Sampling and Estimation
2012 Spring	<i>Teaching Assistant</i> for Multivariate Analysis
2011 Fall	<i>Teaching Assistant</i> for Mathematics II for EOR
2011 Fall	<i>Teaching Assistant</i> for Mathematics I for EOR

Academic Service

Reviewer for Operations Research, Management Science, Manufacturing & Service Operations Management, and Naval Research Logistics
 Co-chair for POMS College of Supply Chain Management Best Student Paper Award (2020)
 MIT Operations Management Seminar Student Coordinator (Spring 2018)
 MIT Operations Research Center Seminar Student Coordinator (Fall 2016)

Awards

2019	Finalist in INFORMS Service Science Cluster Best Paper Award
2019	Finalist in INFORMS Service Science Cluster Best Student Paper Award
2019	Finalist in INFORMS Social Media Analytics Best Student Paper Award
2019	Honorable mention in MSOM Practice-Based Paper Competition
2019	Finalist in POMS-JD.com Best Data-Driven Research Paper Competition
2019	First place in POMS College of Supply Chain Management Best Student Paper Award
2018	Finalist in George Nicholson Student Paper Competition
2018	MIT Sloan Excellence in Teaching Award - Outstanding Teaching Assistant
2018	First place in POMS Applied Research Challenge
2018	First place in POMS College of Supply Chain Management Best Student Paper Award
2018	Honorable mention in MIT Operations Research Center Best Student Paper Competition
2016	First place in INFORMS Service Science Cluster Best Paper Award
2016	Finalist in Facebook Fellowship
2015	Finalist in INFORMS Revenue Management and Pricing Practice Award
2013	Groningen University Fund-100 Prize
2011-2013	Member of the Honours College of the University of Groningen

Presentations

L. Baardman, M.C. Cohen, K. Panchamgam, G. Perakis, D. Segev. *Scheduling Promotion Vehicles to Boost Profits*. Presented at ISMP 2015, INFORMS 2015, POMS 2016, RMP 2016, MSOM 2016, INFORMS 2016.

L. Baardman, K. Panchamgam, G. Perakis. *Pass-through Constrained Vendor Funds for Promotion Planning*. Presented at INFORMS 2016, MSOM 2017, INFORMS 2017.

L. Baardman, I. Levin, G. Perakis, D. Singhvi. *Leveraging Comparables for New Product Sales Forecasting*. Presented at MSOM 2017, INFORMS 2017, ISB-POMS Workshop 2017, RMP 2018, MSOM Supply Chain Management SIG 2018, INFORMS Data Mining and Decision Analytics Workshop 2018, INFORMS 2018.

L. Baardman, S. Borjian Boroujeni, T. Cohen-Hillel, K. Panchamgam, G. Perakis. *Detecting Customer Trends for Optimal Promotion Targeting*. Presented at MSOM 2017, INFORMS 2017, RMP 2018, MSOM 2018, INFORMS 2018, POMS 2019, MSOM 2019, INFORMS 2019.

L. Baardman, E. Fata, A. Pani, G. Perakis. *Learning Optimal Online Advertising Portfolios with Periodic Budgets*. Presented at MSOM 2018, Young Researchers Workshop Cornell ORIE 2018, INFORMS 2018, RMP 2019.

Personal

Citizenship: Netherlands

Languages: Dutch (native), English (fluent), German (intermediate), Spanish (intermediate), French (basic)

Programming Languages: Delphi, Gurobi, HTML/CSS, Java, Julia, JuMP, LaTeX, MATLAB, Oracle SQL, Python, R

Software: AIMMS, Eviews, Microsoft Office, PlantSimulation, SPSS, Stata