

Craig Fernandes

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Education

PhD Operations Research, University of Toronto Sep 2021 – Aug 2026
Advisors: Timothy C.Y. Chan and Ningyuan Chen

MASc Operations Research, University of Toronto Jan 2020 – Aug 2021
Advisor: Timothy C.Y. Chan

BASc Industrial Engineering, University of Toronto Sep 2014 – May 2018

Research Visits

Dartmouth College, Tuck School of Business Summer 2024
Hosts: James Siderius and Raghav Singal

Research (by topic)

Operations Management / Operations Research

Points Gained in Football: Using Markov Process-Based Value Functions to Assess Team Performance

Timothy Chan, Craig Fernandes, Martin Puterman

Operations Research, 69(3): 877-894, 2021. [[DOI](#), [Ungated](#)]

- Media Coverage: [INFORMS Analytics Magazine](#)

Income Pools for Superstar Markets

Timothy Chan, Ningyuan Chen, Craig Fernandes

Management Science, 2025 (Articles in Advance). [[DOI](#), [SSRN](#)]

- **First Place, CORS Student Paper Competition (Open Category), 2025**

Peer Review Market Design: Effort-Based Matching and Admission Control

Craig Fernandes, James Siderius, Raghav Singal

Under revision, 2025. [[SSRN](#)]

- **Accepted, ACM Economics and Computation (EC), 2025**

Handicapping Strategies for Maximizing Engagement in Amateur Darts Tournaments

Timothy Chan, Craig Fernandes, Rachael Walker

Working paper, 2025.

- **First Place, MIT Sloan Sports Analytics Conference Paper Competition, 2024** [[Video](#)]
- **Finalist, CORS Student Paper Competition (Undergraduate Category), 2023** [Awarded to Rachael]

Data-Driven B2B Pricing: Learning from Bargainers

Timothy Chan, Ningyuan Chen, Craig Fernandes

Work in progress, 2025.

Estimating Distributions with Failure Rate Properties from Noisy Quantile Data

Timothy Chan, Ningyuan Chen, Craig Fernandes, Muhammad Maaz

Work in progress, 2025.

Analytics Education

Advising Student-Driven Analytics Projects: A Summary of Experiences and Lessons Learned

Aaron Babier, Craig Fernandes, Ian Zhu

INFORMS Transactions on Education, 23(2):121-135, 2022. [DOI]

- Media Coverage: [ORMS Today](#)

Moneyball for Murderball: Using Analytics to Construct Lineups in Wheelchair Rugby

Timothy Chan, Craig Fernandes, Albert Loa, Nathan Sandholtz

INFORMS Transactions on Education, 24(2):175-181, 2023. [DOI]

- **First Place, INFORMS Case Competition, 2022**
- Media Coverage: [ORMS Today](#)

Sports Analytics

Predicting Plays in the National Football League

Craig Fernandes, Ronen Yakubov, Yuze Li, Amrit Prasad, Timothy Chan

Journal of Sports Analytics, 6(1): 35-43, 2020. [DOI]

A Markov Approach to Untangling Intention Versus Execution in Tennis

Timothy Chan, Doug Fearing, Craig Fernandes, Stephanie Kovalchik

Journal of Quantitative Analysis in Sports, 18(2): 127-145, 2022. [DOI]

- **Finalist, MIT Sloan Sports Analytics Conference Poster Competition, 2022**

Equity, Diversity, and Inclusion in Sports Analytics

Craig Fernandes, Jason Vescovi, Richard Norman, Cheri Bradish, Nathan Taback, Timothy Chan

Journal of Quantitative Analysis in Sports, 20(2): 87-111, 2023. [DOI]

Teaching Experience

Course Instructor

MIE368: Analytics in Action, Average Rating 4.55/5

Fall 2023

Teaching Assistant

MIE263: Stochastic Operations Research, Average Rating 4.77/5

Winter 2023, 2024, 2025, 2026

MIE368: Analytics in Action, Average Rating 4.86/5

Fall 2020, 2021, 2022

- **MIE Teaching Assistant Award, 2022**
- **MIE Group Teaching Assistant Award, 2020**

Invited Seminars

Rotman Young Scholar Seminar Series (Toronto)	2025
Tuck School of Business OM Group (Dartmouth College)	2024

Conference Presentations

Data-Driven B2B Pricing: Learning from Bargainers

- INFORMS (Atlanta)	2025
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Peer Review Market Design: Effort-Based Matching and Admission Control

- MSOM (LBS), ACM EC (Stanford), RMP (Columbia), INFORMS (Atlanta)	2025
- NYC Ops Day (NYU), CORS (Edmonton)	2025
- INFORMS (Seattle)	2024

Income Pools for Superstar Markets

- MIW (Virtual), CORS (Edmonton), MSOM (LBS), RMP (Columbia), INFORMS (Atlanta)	2025
- MSOM (McGill), RMP (Imperial), INFORMS (Phoenix)	2023
- CORS (Vancouver), INFORMS (Indianapolis)	2022

Handicapping Strategies for Maximizing Engagement in Amateur Darts Tournaments

- NESSIS (Harvard), SSAC (MIT)	2023, 2024
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A Markov Approach to Untangling Intention Versus Execution in Tennis

- CORS (Virtual), NESSIS (Harvard), SSAC (MIT)	2021, 2022
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Points Gained in Football: Using Markov Process-Based Value Functions to Assess Team Performance

- CORS (Halifax), Sport Innovation Summit (Toronto)	2018, 2019
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Predicting plays in the National Football League

- NESSIS (Harvard), CORS (Halifax), Sport Innovation Summit (Toronto)	2017, 2018, 2019
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Industry

Amazon, Data Scientist I (Supply Chain Optimization Technologies)	Summer 2021
PepsiCo, Process Improvement Engineering Intern	Summer 2017, 2019

Research Mentorship

Undergraduate Thesis Advising (and first position)

Rachael Walker	solo-advised	Analyst, Birch Hill Equity Partners	2023
Mustafa Arif	co-advised with Binghao Zhang	Master's, MIT Sloan	2021
Michael Yin	co-advised with Timothy Chan	Master's, University of British Columbia	2020
Albert Loa	co-advised with Timothy Chan	Master's, University of Toronto	2020

Service

Session Chair

INFORMS Annual Meeting (Revenue Management)	2025
CORS Annual Meeting (Revenue Management)	2025
CORS / INFORMS International (Sports Analytics)	2022

Scholarships

NSERC Vanier CGS (\$150,000)	2023-2025
- Canada's most competitive PhD scholarship (~4% acceptance rate)	
NSERC CGS Doctoral [Declined] (\$105,000)	2023-2025
TD MDAL Research Grant (\$4,000; \$3,000)	2023; 2025
Paul Cadario Fellowship in Global Engineering (\$8,900)	2025
NSERC CGS Michael Smith Foreign Study Supplement (\$6,000)	2023
Mitacs Globalink Research Award (\$6,000)	2023
Wallberg Research Fellowship (\$7,500)	2022
U of T SGS Conference Travel Grant (\$800)	2022
U of T MIE Conference Travel Grant (\$650)	2022
Ontario Graduate Scholarship (\$15,000)	2021
NSERC CGS Masters (\$17,500)	2020
U of T President's Entrance Scholarship (\$5,000)	2014