PURDUE UNIVERSITY | Edwardson School of Industrial Engineering

Faculty Candidate

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Reinventing Operations Management's Research Practice with Data Science

Wednesday – January 15, 2025 | 9:00am | Grissom Hall– Room 134

ABSTRACT

In this talk we show how data-driven research fosters the development of new engineering and scientific methods that explain, predict, and change behavior. We report on a few projects with online and brick-and-mortar retailers where we combine machine learning, optimization and econometrics techniques to improve business performance.

BIO

David Simchi-Levi is a Professor of Engineering Systems at MIT and serves as the head of the MIT Data Science Lab. He is considered one of the premier thought leaders in supply chain management and business analytics. Professor Simchi-Levi is the former Editor-in-Chief of *Management Science (2018-2023)*, one of the two flagship journals of INFORMS. He served as the Editor-in-Chief for *Operations Researc*h (2006-2012), the other flagship journal of INFORMS and for *Naval Research Logistics* (2003-2005). In 2023, he was elected a member of the National Academy of Engineering. In 2020, he was awarded the prestigious INFORMS Impact Prize for playing a leading role in developing and disseminating a new highly impactful paradigm for the identification and mitigation of risks in global supply chains. He is an INFORMS Fellow and MSOM Distinguished Fellow and the recipient of the 2020 INFORMS Koopman Award given to an outstanding publication in military operations research; Ford Motor Company 2015 Engineering Excellence Award; 2014 INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice; 2014 INFORMS Revenue Management and Pricing Section Practice Award; and 2009 INFORMS Revenue Management and Pricing Section Prize. He was the founder of LogicTools which provided software solutions and professional services for supply chain optimization. LogicTools became part of IBM in 2009. In 2012 he co-founded OPS Rules, an operations analytics consulting company. The company became part of Accenture in 2016. In 2014, he co-founded Opalytics, a cloud analytics platform company focusing on operations and supply chain decisions. The company became part of the Accenture Applied Intelligence in 2018.