

IOANA POPESCU

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EMPLOYMENT

INSEAD, Singapore (2009- present), France (1999-2008)
Professor of Decision Sciences (since 2012)
Booz & Company Chaired Professor in Strategic Revenue Management
Associate Professor of Decision Sciences (with tenure; 2006-2012)
Assistant Professor of Decision Sciences (1999- 2006)

EDUCATION

Massachusetts Institute of Technology, Cambridge, MA (1995-1999)
Ph.D. in Applied Mathematics and Operations Research, June 1999.
Wellesley College, Wellesley, MA (1993-1995)
BA in Mathematics and Computer Science, Summa cum Laude, May 1995
Bucharest University, Bucharest, Romania (1991-1993)
Undergraduate studies in Applied Mathematics

HONORS & AWARDS (selected)

INSEAD Outstanding Teacher Award Nominee for MBA core courses, 2013
M&SOM Best Paper Award, 2012
INSEAD Outstanding Teacher Award for MBA core courses, 2011
Dean's Commendation for Teaching in the MBA Program, 2009-2013
Supervised Winner of Decision Analysis Student Paper competition, INFORMS 2010
Supervised Finalist of M&SOM Student Paper Competition, INFORMS 2010
Young Global Leader, World Economic Forum, 2009
Supervised Finalist of Decision Analysis Student Paper Competition, INFORMS 2008
Junior Faculty Paper Competition, Finalist, INFORMS 2005
Best Paper Award, Junior Faculty Paper Competition, INFORMS 2003
Nicholson Student Paper Competition, Finalist, INFORMS 1999
MIT Fellowship in Applied Mathematics, 1995-1996
Sarah Garth Fellowship for Doctoral Studies, 1995-1997
Mathematics Award of the Year, Wellesley College, 1995
Microsoft Undergraduate Student Award, 1994
International Student Grant, Wellesley College, 1993-1995
National Merit, University of Bucharest (top 1%), 1991-1993
Romanian Mathematics Olympiad, national prize, extended international team, 1988-91

PUBLICATIONS

- [1] D. Bertsimas and I. Popescu, On The Relation Between Option and Stock Prices: A Convex Optimization Approach, *Operations Research*, 2002, 50 (2), 358-374
- [2] D. Bertsimas and I. Popescu, Revenue Management in a Dynamic Network Environment, *Transportation Science*, 2003, 37 (3) 257-277
- [3] D. Bertsimas and I. Popescu, Optimal Inequalities in Probability Theory: A Convex Optimization Approach, *SIAM Journal of Optimization*, 2005, 15 (3), 780-804
- [4] Popescu, I., Optimal Moment Bounds for Distributions with Convex Properties via Semidefinite Programming, *Mathematics of Operations Research*, 2005, 50 (3), 632-657
Best Paper Award, INFORMS Junior Faculty (JFIG) Paper Competition 2003
- [5] A. Kuyumçu and I. Popescu, Deterministic Price-Inventory Management for Substitutable Products, *Journal of Revenue and Pricing Management*, 2006, 4 (4), p. 354-366
- [6] Popescu, I., Robust Mean-Covariance Solutions for Stochastic Optimization, *Operations Research*, 2007, 55 (1), 98-112
- [7] Popescu, I. and Y. Wu, Dynamic Pricing Strategies with Reference Effects, with *Operations Research*, 2007, 55 (3), 413-429
- [8] Koçabiyikoglu, A. and I. Popescu, Managerial Motivation Dynamics and Incentives, *Management Science*, 2007, 53(5), 834-848
- [9] Araman, V. and I. Popescu, Media Revenue Management with Audience Uncertainty: Balancing Upfront and Spot Market Sales, *Manufacturing and Service Operations Management*, articles in advance, June 12, 2009 print 12(2), 2010, 190-212
M&SOM Best Paper Award 2012
Selected as the lead article
Finalist, INFORMS Junior Faculty (JFIG) Paper Competition 2005
- [10] Koçabiyikoglu, A. and I. Popescu, An Elasticity Perspective on the Newsvendor with Price Sensitive Demand, *Operations Research*, 2011, Vol. 59 (2) 301-312
- [11] Nasiry, J. and I. Popescu, Dynamic Pricing with Loss Averse Consumers and Peak-End Anchoring, *Operations Research*, 2011, 59 (6) 1361-1368
Finalist, INFORMS Decision Analysis Student Paper Competition 2008
- [12] Nasiry, J. and I. Popescu, Advance Selling when Consumers Regret, *Management Science*, 2012, Vol. 58 (6), 1160-1177
- [13] Aflaki, S., and I. Popescu, Managing Retention in Service Relationships, *Management Science*, October 2013 (online before print); 2014, Vol. 60 (2), pp. 415-433
Best Paper Award, INFORMS Decision Analysis Student Paper Competition, 2010
Finalist, M&SOM Student Paper Competition, 2010
Top 10 All-Time Hits for Decision Analysis on SSRN
- [14] Koçabiyikoglu A., I. Popescu and C. Stefanescu, Pricing and Revenue Management: The Value of Coordination, *Management Science*, 2014, Vol. 60 (3), pp. 730-752

OTHER PUBLICATIONS

- Popescu, I. Introduction to the Special Issue: Teaching Revenue Management, 2009, *INFORMS Trans. Ed.* 9(3) 98.
- Popescu, I. and Y. Wu, Dynamic Pricing under Repeated Interactions *Proc. of the DSI Conference*, Barcelona 2005
- Popescu, I. Moment Problems via Semidefinite Programming: Applications in Probability and Finance (this is an early version of [1] and [3] combined)
Finalist, The Nicholson Student Paper Competition, 1999
- Popescu, I. Applications of Optimization in Probability, Finance & Revenue Management, *Ph.D. thesis*, MIT, 1999

INVITED SEMINARS & CONFERENCE PRESENTATIONS

2014

Singapore University of Technology and Design (SUTD)
IFORS Barcelona
INFORMS San Francisco

2013

INSEAD brownbag

2012

Singapore Management University
INFORMS Revenue Management and Pricing Conference, Berlin

2011

London Business School
National University of Singapore, Business School
INFORMS, Charlotte NC (2 talks)
IATA World Passenger Symposium,
INFORMS Revenue Management and Pricing Conference, New York

2010

University of California, Berkeley, Haas School of Business
New York University, Stern School of Business
Hong Kong University of Science and Technology
City University of Hong Kong
INSEAD brownbag
M&SOM, Haifa
INFORMS Austin (1 talk +2 talks given by students)

2009

Supply Chain Workshop, University of Sydney
NUS-MIT Workshop on Operations Research

2008

University of Pennsylvania, The Wharton School
University of Michigan, Ross School of Business
INFORMS Washington DC (1 panel + 4 talks by my students)
JDA Rail Summit, London

2007

University of California, Los Angeles, Anderson School of Management

University of Cambridge, Judge Business School
 INFORMS Seattle (1 panel + 2 talks by students)
 INFORMS Pricing & Revenue Management Conference, Barcelona
 2006
 Northwestern University, Kellogg School of Management
 University of Chicago, Booth School of Business
 MIT, Operations Research Center
 Vienna University of Economics and Business Administration
 INFORMS Pittsburgh (2 talks + 2 by students)
 EURO-INFORMS Iceland (semi-plenary)
 Marcus Evans RM in Transportation (Rome)
 2005
 Duke University, Fuqua School of Business
 Columbia University, Business School and IEOR
 London Business School
 INSEAD DS/TOM seminar series
 INFORMS, San Francisco (3 talks + 2 by co-authors)
 INFORMS Pricing & Revenue Management Conference, MIT (2 talks)
 DSI Conference, Barcelona
 IFIP C7, Turin
 2004
 Université Catholique de Louvain
 INFORMS, Denver (3 talks + 2 by students)
 2003
 New York University, Stern School of Business
 INFORMS, Atlanta (1 talk + 1 by students)
 EURO/Informs Istanbul (4 talks)
 ISMP, Copenhagen
 2002
 Stanford University, Graduate School of Business
 Carnegie Mellon, Tepper School of Business
 University of California, Berkeley, EECS
 Ecole Polytechnique, Finance
 Università d'Annunzio, Pescara, Italy
 2001
 National University of Singapore
 ETH, Switzerland
 INFORMS Miami (2 talks)
 2000
 Université de Paris 6 (Jussieu)
 INRIA Rocquencourt
 INFORMS Salt Lake City
 ISMP, Atlanta
 1999
 Northwestern University, Kellogg School of Management
 Stanford University, Graduate School of Business
 University of Pennsylvania, The Wharton School
 London Business School
 INSEAD
 ESSEC Business School
 New York University, Stern School of Business
 INFORMS Philadelphia
 1998
 INFORMS Seattle (November)

INFORMS Montreal (April)

MEDIA

Railway Strategies, May 2008, Peaktime for train travel
Transit Magazine, March 2008, Can Rail balance the Commercial with the Social?
The Economist, June 15, 2007, What's in the journals? Money and Supply
Management Today, Oct 2006, Cannibals and angels: price inventory management
Welt am Sonntag, July 2006 Wunderwaffe auf Schienen
Management Today, June 2006, Rock'n roll strategy: U2's Vertigo tour
Management Today, May 2006, What gets workers working
Le Figaro, February 2005 La SNCF module ses prix et remplit ses TGVs
Emerce, October 2005 Altijd Prijs
La Tribune, March 2002, Le YM vient frapper à la porte des transporteurs
Science et Vie, March 2001, Le Net se paye votre tête

TEACHING

PhD

Dynamic Programming via Applications (2000 -)
Designed inter-disciplinary course tailored to INSEAD doctoral students

MBA

Dynamic Pricing and Revenue Management, full MBA elective (2000-2007), mini (2009-)
Designed new course and material, subsequently adopted by several other schools
Uncertainty, Data and Judgment, full MBA core course (2003-)
Adapted existing material, introduced polls, developed full set of slides, new cases

Executive MBA

Uncertainty, Data and Judgment, full GEMBA core course (2012-)

Design

Executive Education (EDP)

Uncertainty, Data and Judgment
INSEAD/Sorbonne Business Foundation Certificate (2 day module; 2013)

Dynamic Pricing/Revenue Management -- designed new customized modules and material

Customer-specific programs:

Indian Railways (2009-2012)

Google Marketing Academy (2009-2012)

Open Enrolment Programs:

International Executive Program (2006)

World Economic Fellows Program (2008)

Supply Chain Management Program (2001)

Decision Making --adapted existing material

International Executive Program (2005, 2006)

Young Managers Program (2001-2003)

EDUCATIONAL MATERIAL

EasyProfit Simulation. ECCH 2006 (booking limit policies for revenue management)
EasyProfit Case. ECCH 2006, revised 2010. (booking limit policies for revenue management)
What price Vertigo? ECCH 2006, revised 2008. (multi-pricing with limited capacity)
Yahoo! Sponsored search pricing. ECCH 2006. (segmentation and pricing strategy in B2B)
Congestion Charging in London to Reduce Emissions (peak-load pricing), 2009 pre-release
Revenue Management at the Roland Garros (bundles and bid prices), 2009 pre-release

SERVICE

Editorial Activities

Associate Editor, *Operations Research* (2012-present)
Associate Editor, *Manufacturing and Service Operations Management*, (2008-2013)
Associate Editor, *Management Science* (2009-2013);
Guest Editor, Special Issue: Teaching Revenue Management, *Inform Transactions on Education*
Editorial Board, *Journal of Revenue and Pricing Management* (2002-2008)
Reviewer: Management Science, Operations Research, M&SOM, Mathematics of OR,
Transportation Science, IEEE, Journal of Pricing & Revenue Mgt., EJOR, Annals of
OR, Naval Research Logistics, National Science Foundation Career Award

External Committees and Boards

Board Member, INFORMS Revenue Management and Pricing Section (2009-2011)
Journal Review Committee *Operations Research* (2008)
Paper Competition Committees: Nicholson, M&SOM, JFIG
INFORMS RM & Pricing Conference Organizing Committee, 2007, 2008, 2012
EURO-INFORMS 2006, Revenue Management & Education Streams, Co-organizer

Internal service at INSEAD

Area Chair, Decision Sciences Area, (2010-2013)
Committee of Area Chairs (2010-2013)
ICGI Center Review (2013)
MBA Diploma Committee (2006-2007)
PhD Committee representative for Decision Sciences/TOM (2000-2004)
PhD exam committee Decision Sciences and TOM (2000 - present)

Internal Reviews

Rapporteur for Karan Girotra (promotion to Associate Professor with tenure, 2014)
Rapporteur for Manuel Sosa (promotion to Associate Professor with tenure, 2013)
Rapporteur for Natalia Karelaia (3rd year review, 2011)
Evaluation Committee for Claudia Zeisberger (non-tenure track, 2011, 2014)
Rapporteur for Pierre Chandon (promotion to Full Professor, 2010)
Rapporteur for Enrico Diecidue (promotion to Associate Professor with tenure, 2008)
Ad-hoc External Candidate Review Committee (2008)

PhD Students

Thesis Adviser/Chair: Ayse Koçabiyikoglu (Bilkent); Javad Nasiry (HKUST)
Dissertation Committee: Tong Wang (NUS); Onur Boyabatli (SMU); Sam Aflaki (HEC)

PERSONAL

Status: Married, two children (born 2002 and 2004)
Citizenship: Romanian, French
Languages: English, French, German, Romanian