

## Lennart Baardman

University of Michigan, Ross School of Business  
701 Tappan Avenue, Room R4484  
Ann Arbor, MI 48109-1234

+1 (617) 417-7461  
Email: baardman@umich.edu  
URL: <http://baardman.github.io>

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### Employment

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

### Education

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

### Research Publications

L. Baardman, M.C. Cohen, K. Panchamgam, G. Perakis (2021). Using Business Analytics to Upgrade Sales Promotions. *Management and Business Review* 1(3):54-63.

L. Baardman, K.J. Roodbergen, H.J. Carlo, A.H. Schrottenboer (2021). A Special Case of the Multiple Traveling Salesman Problem in End-of-aisle Picking Systems. *Transportation Science* 55(5):1151-1169.

L. Baardman, S. Borjian Boroujeni, T. Cohen-Hillel, K. Panchamgam, G. Perakis (2020). Detecting Customer Trends for Optimal Promotion Targeting. *Manufacturing & Service Operations Management*. Published online in Articles in Advance.

- First place in POMS College of Supply Chain Management Best Student Paper Award (2019)
- Honorable mention in MSOM Practice-Based Paper Competition (2019)
- Finalist in INFORMS Innovative Applications in Analytics Award (2020)
- Finalist in INFORMS Service Science Cluster Best Paper Award (2019)
- Finalist in INFORMS Social Media Analytics Best Student Paper Award (2019)
- Finalist in POMS-JD.com Best Data-Driven Research Paper Competition (2019)

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 (2016)

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

### Papers in Review

Z. Zhang, H.S. Ahn, L. Baardman (2022). Ordering and Ranking Products for an Online Retailer. Submitted to *Operations Research*.

L. Baardman, C. Rares, G. Perakis, D. Singhvi, O. Skali Lami, L. Thayaparan (2021). The Role of Optimization in Some Recent Advances in Data-Driven Decision-Making. Revision in *Mathematical Programming*.

L. Baardman, E. Fata, A. Pani, G. Perakis (2021). Dynamic Creative Optimization in Online Display Advertising. R&R in *Management Science*.

L. Baardman, I. Levin, G. Perakis, D. Singhvi (2020). Leveraging Comparables for New Product Sales Forecasting. R&R in *Management Science*.

- 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 (2018)

L. Baardman, E. Fata, A. Pani, G. Perakis (2020). Learning Optimal Online Advertising Portfolios with Periodic Budgets. R&R in *Operations Research*.

- Finalist in INFORMS Service Science Cluster Best Student Paper Award (2019)
- Finalist in George Nicholson Student Paper Competition (2018)

L. Baardman, K. Panchamgam, G. Perakis (2019). Pass-through Constrained Vendor Funds for Promotion Planning. Major revision in *Manufacturing & Service Operations Management*.

### Papers in Progress

R. Hu, H.S. Ahn, L. Baardman. Designing Micro-Fulfillment Centers to Reduce Picking Costs in Online Grocery. Work in progress.

L. Baardman. Passing Data Directly into Prescriptive Analytics. Work in progress.

L. Baardman, X Wang. Improving Product Availability to Reduce Customer Attrition in Clothing Rental Subscriptions. Work in progress.

## Patents

US20190066128A1 - L. Baardman, S. Borjian Boroujeni, T. Cohen-Hillel, K. Panchamgam, G. Perakis (2019). 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.

## Teaching Experience

### **University of Michigan**, Ann Arbor, MI

Instructor for *TO 640 Big Data Management Tools and Techniques* (2020 Winter: 4.7/5, 2020 Fall: 4.8/5, 2022 Winter: 4.9/5)

Instructor for *TO 899 Doctoral Seminar in Technology and Operations* (2019 Fall: 5/5, 2022 Winter)

Advisor for *Full-Time MBA MAP* (2021 Winter: 4.6/5)

Advisor for *Tauber Internship Projects* (2020, 2021, 2022)

### **Massachusetts Institute of Technology**, Cambridge, MA

Teaching Assistant for *15.764 Data, Models, and Decisions for Executive MBA* (2016 Spring: 6.7/7, 2017 Spring: 6.6/7, 2018 Spring: 6.8/7)

### **University of Groningen**, Groningen, Netherlands

Teaching Assistant for *Hypothesis Testing* (2012 Spring, 2013 Spring)

Teaching Assistant for *Sampling and Estimation* (2012 Spring)

Teaching Assistant for *Multivariate Analysis* (2012 Spring, 2013 Spring)

Teaching Assistant for *Mathematics II for EOR* (2011 Fall)

Teaching Assistant for *Mathematics I for EOR* (2011 Fall)

## Academic Service

Reviewer for Management Science, Manufacturing & Service Operations Management, Naval Research Logistics, Operations Research, and Production & Operations Management Society, Transactions on Intelligent Transportation Systems

Co-chair for POMS College of Supply Chain Management Best Student Paper Award (2020)

MIT Operations Management Seminar Student Coordinator (2018 Spring)

MIT Operations Research Center Seminar Student Coordinator (2016 Fall)

## Students Supervised

Zijin Zhang co-advised with Hyun-Soo Ahn (2019 – present)

Renjun Hu co-advised with Hyun-Soo Ahn (2020 – present)

## Awards

First place in Tauber Spotlight! Competition (2021)

Finalist in INFORMS Innovative Applications in Analytics Award (2020)

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 (2019)  
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 (2018)  
First place in INFORMS Service Science Cluster Best Paper Award (2016)  
Finalist in Facebook Fellowship (2016)  
Finalist in INFORMS Revenue Management and Pricing Practice Award (2015)  
Groningen University Fund-100 Prize (2013)  
Member of the Honours College of the University of Groningen (2011-2013)

## Presentations

L. Baardman. *Passing Data Directly into Prescriptive Analytics*. Presented at INFORMS 2021.

L. Baardman, H.S. Ahn, Z. Zhang. *Ordering and Ranking Products for an Online Retailer*. Presented at Rotterdam School of Management, Erasmus University (2021), INFORMS 2021.

L. Baardman, E. Fata, A. Pani, G. Perakis. *Dynamic Creative Optimization in Online Display Advertising*. Presented at INFORMS 2020.

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.

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

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.

## Personal

*Citizenship:* Netherlands

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

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