

IOANA POPESCU

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EMPLOYMENT

INSEAD, Singapore (2009- present), France (1999-2008), Singapore (2008-2016)
Professor of Decision Sciences (since 2012)
Strategy & Chaired Professor in Revenue Management (since 2006, prev. Booz & Co)
Associate Professor of Decision Sciences (with tenure; 2006-2012)
Assistant Professor of Decision Sciences (1999- 2006)

London Business School, London UK
Visiting Professor (2015-2019)

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

Harvard Kennedy School (2014)
Global Leadership and Public Policy Program

HONORS & AWARDS (selected)

Supervised 2nd Prize winner, MSOM Student Paper Competition, INFORMS 2018
Supervised Finalist, Doing Good with Good OR Competition, INFORMS 2018
Supervised Finalist, IBM Service Science Student Paper Competition, INFORMS 2017.
INSEAD Outstanding Teacher Award finalist for GEMBA core courses 2017
Supervised Second Prize winner, Energy, Natural Resources, and the Environment Student Paper Competition, 2016
INFORMS 2016. International Growth Center Grant for “Adoption and Revenue Models for Clean Off-Grid Energy in Rwanda” (PI; 60,000£), 2014-2016
INSEAD RCT Lab Grant for “Revenue Models for Clean Energy in Rwanda” (PI; 60,000€)
Dean’s Commendation for Teaching in the MBA Program, 2009-2015
M&SOM Best Paper Award, 2012
INSEAD Outstanding Teacher Award for MBA core courses, 2011; nominee 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 at MIT, 1995-1997
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

ACADEMIC ARTICLES

- [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*, 2014, 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 60(3), pp. 730-752.

[15] Uppari B., I. Popescu and S. Netessine, Selling Off-grid Light to Liquidity Constrained Consumers, *M&SOM* 2019, 21(2) Vol. 21, pp. 308-326
Finalist, IBM Service Science Student Paper Competition, INFORMS 2017.
Second Prize, Energy, Natural Resources, and the Environment Paper Competition 2016.

PROJECTS

[16] Uppari, B.S., S. Netessine, I. Popescu, M. Barron, R. Clarke, and M. Visser. Inconvenience, Liquidity Constraints, and Adoption of Off-Grid Lighting Solutions.

2nd Prize winner, MSOM Student Paper Competition, INFORMS 2018

Finalist, Doing Good with Good OR Competition, INFORMS 2018

[17] Uppari, B.S., S. Netessine and I. Popescu. Sustainable Distribution Models at the Bottom of the Pyramid.

[18] Selling Dreams: Pricing with Anticipation (with J. Nasiry), dormant

[19] Interaction between Savings and Credit in Microfinance (with Nitish Jain and Jasjit Singh), dormant

[20] Data Analytics for Micro-Credit Decisions (with Phil Parker and Enric Junque de Fortuny)

OTHER PUBLICATIONS

Netessine, S. and Popescu. I A Lean Startup Approach to International Development; *Harvard Business Review*, December 2014

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 (early version of [1] and [3]) Finalist, The Nicholson Student Paper Competition, 1999

Popescu, I. Applications of Optimization in Probability, Finance & Revenue Management, *Ph.D. thesis*, MIT, 1999

INVITED TALKS, PANELS & CONFERENCE PRESENTATIONS

2016

Cambridge Judge
London Business School

2015

Stanford University GSB
Kellogg, Northwestern University
Wharton, University of Pennsylvania
Georgetown University
INFORMS, Philadelphia
Africa Utopia, London
INSEAD brownbag

2014

INFORMS, San Francisco (2 talks)
ISPIM, Singapore
IFORS, Barcelona (2 talks)
Gulu University, Uganda

2013

EURO INFORMS, Rome
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

INSEAD Knowledge, January 2015, How the Lean Startup Approach Can Alleviate Poverty
Forbes, May 2014, Profesoara care schimba lumea (in Romanian)
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 (in German)
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 (in Dutch)
La Tribune, March 2002, Le YM vient frapper à la porte des transporteurs (in French)
Science et Vie, March 2001, Le Net se paye votre tête (in French)

TEACHING

MBA

Making Authentic Decisions – Embodied Workshop, mini MBA elective (2018-)
Designed new course and material
Dynamic Pricing and Revenue Management, full MBA elective (2000-2007), mini (2009-2014)
Designed new course and material, subsequently adopted by several other schools
Uncertainty, Data and Judgment, full MBA core course (2003-2014)
Adapted existing material, introduced polls, developed full set of slides, new cases

Executive MBA

Making Authentic Decisions – Embodied Workshop KMC. Designed and delivered a completely new 5 day experiential embodied course.
Uncertainty, Data and Judgment, full GEMBA core course (2012-2016)
Designed 4 half-days module, new material and cases, online learning tool

Executive Education (EDP)

Making Authentic Decisions –embodied workshop AMP (2018)
Uncertainty, Data and Judgment
INSEAD/Sorbonne Business Foundation Certificate (2 day module; 2013)
Dynamic Pricing/Revenue Management -- designed new customized modules and material
Indian Railways (2009-2012)
Google Marketing Academy (2009-2012)
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)

PhD

Dynamic Programming via Applications (2000-2014)

Designed inter-disciplinary course tailored to INSEAD doctoral students

EDUCATIONAL MATERIAL

Naandi, Sustaining a Social Enterprise (A,B), 2016 pre-release

Microfinance Analytics Simulation, pre-release

EasyProfit Simulation. ECCH 2006 (booking limit policies for revenue management)

EasyProfit Case. ECCH 2006, revised 2015. (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

Revenue Management at the Roland Garros (bundles and bid prices), 2009

SERVICE

Editorial Activities

Associate Editor, *Operations Research* (2012-2016)

Associate Editor, *Manufacturing and Service Operations Management*, (2008-2013)

Associate Editor, *Management Science* (2009-2013);

Guest Editor, Special Issue: Teaching Revenue Management, *Informations 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 Boards and Committees

Academic Board Member, ESMT (2015-18)

Board Member, INFORMS Revenue Management and Pricing Section (2009-2011)

Journal Review Committee *Operations Research* (2008)

Paper Competition Committees: Nicholson, M&SOM, JFIG (regularly)

INFORMS RM & Pricing Conference Organizing Committee, 2007, 2008, 2012

EURO-INFORMS, Revenue Management & Education Streams co-organizer, 2006

Internal service at INSEAD

Embodied intelligence for systems change, workshop for HGIBS

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 - 2016)

Internal Reviews

Review Committee for Claudia Zeisberger (non-tenure track, 2011, 2014)

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)
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)

Advising

Thesis Adviser/Chair: B. Shanker (SMU); J. Nasiry (HKUST); A. Koçabiyikoglu (Bilkent)
Dissertation Committee: T. Wang (NUS); O. Boyabatli (SMU); S.Aflaki (HEC)
Regularly advised MBA independent study projects (ISP)