

WILLIAM SCHMIDT

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ACADEMIC POSITIONS

Goizueta Business School, Emory University Associate Professor, (2023 – present)	Atlanta, GA
Samuel Curtis Johnson Graduate School of Management, Cornell University Assistant Professor (2013 – 2023)	Ithaca NY

EDUCATION

Harvard Business School (2008 – 2013) Doctor of Business Administration, Technology and Operations Management Thesis: “Supply Chain Disruptions and the Role of Information Asymmetry” Committee: Ananth Raman (chair), Vishal Gaur, Mike Toffel, Belén Villalonga • Winner, 2014 Council of Supply Chain Management Professionals Doctoral Dissertation Award • Finalist, 2014 Elwood S. Buffa Doctoral Dissertation Competition	Boston, MA
University of Florida Master of Business Administration, graduated with honors	Gainesville, FL
University of Florida Bachelor of Science in Aerospace Engineering, graduated with honors	Gainesville, FL

RESEARCH AND TEACHING INTERESTS

Research:	Understanding the causes, mitigation pathways, and consequences of operational distortions, including supply chain disruptions, natural disasters, information asymmetry, and the bullwhip effect
Teaching:	Data analytics; machine learning; statistics; process and systems management

PUBLISHED / ACCEPTED PEER-REVIEWED ARTICLES

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- [13P] Imdahl, C., W. Schmidt and K. Hoberg. 2026. Targeted Automation and Sustaining Human-AI Learning. *Production and Operations Management*. 35(4) 1520–1538. <https://doi.org/10.1177/10591478251381899>
- [12P] Barriola, X., and W. Schmidt. 2025. The High Impact of Hurricanes on Prices in Low-Income Communities. *Manufacturing & Service Operations Management* 27(4) 993-1007. <https://doi.org/10.1287/msom.2023.0337>
- [11P] Osadchiy, N., W. Schmidt, and J. Wu. 2025. Trade Credit and Customer Portfolio Approach to Managing Cash Flow Variability. *Manufacturing & Service Operations Management* 27(3) 935-954. <https://doi.org/10.1287/msom.2023.0329>
- [10P] Imdahl, C., K. Hoberg and W. Schmidt. 2025. Applying Fixed Order Commitment Contracts in a Capacitated Supply Chain. *European Journal of Operations Research* 30(2) 358-374. <https://doi.org/10.1016/j.ejor.2024.08.018>
- [9P] Doshi, A., and W. Schmidt. 2024. Soft Governance across Digital Platforms Using Transparency. *Strategy Science* 9(2) 185-204. <https://doi.org/10.1287/stsc.2023.0006>
- [8P] Liu, X. and W. Schmidt. 2022. Operational Distortion: Compound Effects of Short-termism and Competition. *Management Science* 68(8) 5907-5923. <https://doi.org/10.1287/mnsc.2021.4204>

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- [7P] Schmidt, W. and A. Raman. 2022. Operational Disruptions, Firm Risk, and Control Systems. *Manufacturing & Service Operations Management* 24(1) 411-429. <https://doi.org/10.1287/msom.2020.0943>
 - [6P] Osadchiy, N., W. Schmidt, and J. Wu. 2021. The Bullwhip Effect in Supply Networks. *Management Science*. 67(10) 6153-6173. <https://doi.org/10.1287/mnsc.2020.3824>
 - [5P] Mehrotra, M. and W. Schmidt. 2021. The Value of Supply Chain Disruption Duration Information. *Production and Operations Management* 30(9) 3015-3035. <https://doi.org/10.1111/poms.13415>
 - [4P] Schmidt, W. and R. Buell. 2017. Experimental Evidence of Pooling Outcomes Under Information Asymmetry. *Management Science*. 63(5) 1586-1605. <https://doi.org/10.1287/mnsc.2015.2407>
 - [3P] Schmidt, W., V. Gaur, R. Lai, A. Raman. 2015. Signaling to Partially Informed Investors in the Newsvendor Model. *Production and Operations Management*. 24(3) 383-401. <https://doi.org/10.1111/poms.12245>
 - [2P] Simchi-Levi, D., W. Schmidt, Y. Wei, P. Zhang, K. Combs, Y. Ge, O. Gusikhin, M. Sanders, D. Zhang. 2015. Identifying Risks and Mitigating Disruptions in the Automotive Supply Chain. *Interfaces*. 45(5) 375-390. <https://doi.org/10.1287/inte.2015.0804>
 - [1P] Schmidt, W. 2015. Supply Chain Disruptions and the Role of Information Asymmetry. *Decision Sciences*. 46(2) 465-475. <https://doi.org/10.1111/dec.12133>

PUBLISHED INDUSTRY ARTICLES

- [3I] Garg, R., R. Roy, W. Schmidt. 2025. The Symbiotic Relationship of Humans and AI. *OR/MS Today*. 2025(1). <https://doi.org/10.1287/orms.2025.01.09>
- [2I] Schmidt, W., N. Osadchiy, and J. Wu. 2021. The Right Way to Mix and Match Your Customers. *Sloan Management Review*. 62(4) 12-17. <https://sloanreview.mit.edu/article/the-right-way-to-mix-and-match-your-customers/>
- [1I] Simchi-Levi, D., W. Schmidt, and Y. Wei. 2014. From Superstorms to Factory Fires, Managing Unpredictable Supply-Chain Disruptions. *Harvard Business Review*. 92(1-2) 96-101. <https://hbr.org/2014/01/from-superstorms-to-factory-fires-managing-unpredictable-supply-chain-disruptions>

PAPERS IN THE PEER-REVIEW PROCESS

- [4R] Alan, Y., X. Barriola, and W. Schmidt. 2026. The Role of Store Brands in Mitigating Operational Disruptions. Under review at *Management Science*.
- [3R] Bae, J. and W. Schmidt. 2026. Startups, Persistent Information Asymmetry, and Equity Sharing in Supply Chains. Major revision at *Naval Research Logistics*.
- [2R] Barriola, X. and W. Schmidt. 2026. Spillover Effects of Retail Labor Disruptions. Under review at *Manufacturing & Service Operations Management* (major revision).
- [1R] Mankad, S and W. Schmidt. 2026. Selection on the Signal Modeling and Correcting Bias from Selective Event Reporting. DE/AE reject with invitation to resubmit at *Management Science*.

ONGOING RESEARCH (* indicates a working paper is available)

- [6O] Allen, A. and W. Schmidt. 2026. Event Study Misestimation and Discretionary Media Reporting.
- [5O]* Ding, X., M. Mehrotra, T. Rajapakshe, and W. Schmidt. 2026. Mitigating Supply Chain Disruptions Using Part Inventory Portfolios.
- [4O] Doshi, A. and W. Schmidt. Recency Weighting in Adversarial Machine Learning.
- [3O] Imdahl, C. and W. Schmidt. 2026. Human-AI Teaming Outcomes in Supply Chains: A Field Study.
- [2O] Raman, A. and W. Schmidt. When Supply-Chain Disruptions Matter.

[10]* Mehrotra, M. and W. Schmidt. 2025. Using the Industrial Internet of Things to Mitigate Supply Chain Disruptions.

RESEARCH AND SERVICE AWARDS / GRANTS

2025 Goizueta Center for AI in Finance Research Grant
2023 POM Society College of Operational Excellence Junior Scholar Best Paper Award
2023 M&SOM Meritorious Service Award
2022 “Best Paper” submission in the 2022 AOM conference (Barriola and Schmidt 2022)
2022 *Management Science* Meritorious Service Award
2021 *Management Science* Meritorious Service Award
2021 Finalist, POM Society College of Supply Chain Management Best Student Paper Competition, Entrant: Christina Imdahl
2020 *Management Science* Meritorious Service Award
2019 *Management Science* Meritorious Service Award
2019 M&SOM Meritorious Service Award
2016 M&SOM Meritorious Service Award
2015 Winner, Ford Motor Company Engineering Excellence Award
2014 Winner, Daniel H. Wagner Prize for Excellence in Operations Research Practice
2014 Winner, Council of Supply Chain Management Professionals Doctoral Dissertation Award
2014 Emerging Markets Institute Research Grant
2014 Finalist, Elwood S. Buffa Doctoral Dissertation Award
2012 Winner, George and Marion Plossl Dissertation Fellowship, awarded by the APICS Educational and Research Foundation

2008 – 2013 Harvard Business School Doctoral Fellowship (5 years)

TEACHING AWARDS

2023 Stephen Russell Distinguished Teaching Award, chosen by the Cornell MBA class of 2018 for their 5-year reunion
2023 Core Faculty Teaching Award, chosen by the graduating 2-year Cornell MBA class of 2023
2021 Stephen Russell Distinguished Teaching Award, chosen by the Cornell MBA class of 2016 for their 5-year reunion
2020 Core Faculty Teaching Award, chosen by the graduating 2-year Cornell MBA class of 2020
2018 Apple Award for Teaching Excellence, chosen by the graduating Cornell MBA class of 2018
2018 Core Faculty Teaching Award, chosen by the graduating 2-year Cornell MBA class of 2018
2016 Core Faculty Teaching Award, chosen by the graduating 2-year Cornell MBA class of 2016

TEACHING EXPERIENCE

2023 - 2026 Introduction to Business Data Analytics, Goizueta School of Business (GBS), MBA and BBA
2024 Processes and Systems Management, GBS Evening MBA (in person and online)
2015 - 2023 Data Analytics and Modeling, Johnson Graduate School of Management, 2-year MBA
2022 Introduction to Machine Learning, Cornell SC Johnson College of Business, 1-year MPS
2017 - 2022 Data Analytics, Johnson Graduate School of Management, Executive MBA Metro
Fall 2013 Statistics for Management, Johnson Graduate School of Management, 2-year MBA co-taught with Professor Joe Thomas
2009 - 2012 Teaching Fellow, Summer Analytics Program, Harvard Business School MBA program
2011 Quality Management and Supply Chain Risk, HBS / MIT Workshop

TEACHING PUBLICATIONS

“Nissan's Response to the COVID-19 Pandemic,” with A. Raman and Ann Winslow. Harvard Business School Case 621-057, June 2021. (Revised October 2021)

“Nissan Motor Company Ltd.: Building Operational Resiliency,” with D. Simchi-Levi, Case 13-150, Boston, MA: MIT Sloan Teaching Innovation Resources, 2013.

“Merck: Operating Science-Based Business,” with A. Raman and I. Maurer, HBS Case 612-082, 2012.

“Scientific Glass, Inc.: Inventory Management,” with S. Wheelwright, Brief Case No. 4208, Watertown, MA: Harvard Business Publishing, 2011.

“Baria Planning Solutions, Inc.: Fixing the Sales Process,” with S. Wheelwright, Brief Case No. 4568, Watertown, MA: Harvard Business Publishing, 2011.

“Airbus A380 - Turbulence Ahead,” with A. Raman and V. Gaur, HBS Case 609-041, 2009.

INSTITUTIONAL SERVICE

- 2025 – Coordinator, ISOM Hightower Seminar Series, Goizueta Business School
- 2024 – Faculty Advisor, Goizueta Consulting Association
- 2023 – 2024 Developed and launched the BBA Analytics Depth, Goizueta Business School
- 2018 – 2022 Faculty Advisor, Present Value Podcast, Cornell University
- 2014 – 2020 Coordinator, OTIM Seminar Series, Cornell University
- 2017 – 2018 First-Year MBA Experience Committee, Cornell University
- 2017 – 2018 Committee for the Minor in Entrepreneurship and Innovation, Cornell University
- 2016 Johnson Graduate School of Management Dean Search Committee, Cornell University
- 2015 Coordinator, OTIM Summer Workshop, Cornell University
- 2009 – 2012 Coordinator, Operations Reading Group, Harvard Business School
- 2009, 2012 Student Mentor, Harvard Business School

FIELD SERVICE

- 2010 – 2026 Reviewer, *Management Science* (Meritorious service award 2019, 2020, 2021, 2022)
- 2015 – 2026 Reviewer, *Manufacturing & Service Operations Management* (Meritorious service award 2016, 2019, 2023, 2025)
- 2011 – 2025 Reviewer, *Production and Operations Management Journal*
- 2020 Co-chair, MSOM iFORM SIG Conference
- 2017 – 2019 Reviewer, M&SOM Student Paper Competition
- 2017 – 2019 Reviewer, POM Supply Chain College Student Paper Competition
- 2017 Chair, MSOM Supply Chain SIG Cluster, INFORMS Annual Conference

INVITED SEMINARS

- 2026 Dartmouth (Tuck), Boston College (Carroll), Columbia Business School
- 2025 Indiana University (Kelly), Georgetown University (McDonough)
- 2023 University of Illinois Urbana-Champaign (Gies)
- 2022 University of Virginia (Darden), Emory (Goizueta), Vanderbilt University (Owen)
- 2021 University of Pennsylvania (Wharton), London Business School, University of Michigan (Ross)
- 2019 IESE Business School, Yeshiva University (Sy Syms)
- 2018 Northwestern (Kellogg), McGill University (Desautels), Chinese University of Hong Kong Business School, City University of Hong Kong Business School
- 2017 London Business School, University of Minnesota (Carlson), Rensselaer Polytechnic Institute (Lally)
- 2013 Dartmouth (Tuck), IESE, Cornell University (Johnson), Ohio State University (Fisher), Penn State University (Smeal), Texas A&M University (Mays), University of Minnesota (Carlson), University of North Carolina (Kenan-Flagler)

INDUSTRY EMPLOYMENT

Operations Management Consulting

London, England

Managing Director 2007 – 2008

Representative Clients and Projects:

- ✓ Microsoft – Procurement Business Process Outsourcing (BPO) Analysis
- ✓ State of Flux – Supply Chain Research Business Review
- ✓ Eighty-Two Insight – Procurement BPO Business Analysis

Ariba / FreeMarkets

Pittsburgh, PA; London, England

Senior Director, Business Intelligence and Product Management

2001 – 2006

Led product management and marketing function for Ariba services, over \$150M in revenue. Researched market requirements and defined new service and consulting solutions. Streamlined service lifecycle management, resulting in the successful launch of 10 standard services.

Director, Product Management

Managed the globalization of FreeMarkets QuickSource sourcing suite and services across 8 languages serving 30+ countries.

Ingenuit Technology

Atlanta, GA

Founder

2000 – 2001

Co-founded and managed a company providing online auctions of complex corporate purchases, such as enterprise software systems. Created business plan and raised capital from Wilson Sonsini Goodrich & Rosati Investments. Led business development efforts that resulted in multiple customer engagements.

Electronic Data Systems / NewEnergy Associates

Atlanta, GA

Director, Financial Solutions Group

1995 – 2000

Managed 12 researchers and consultants across multiple solutions providing utility resource planning. Planned and executed capability design, market release, and channel readiness for new solutions.

Senior Product Manager, Consultant

Researched and defined market requirements for new software and service capabilities. Representative Clients and Projects:

- ✓ SaskPower – implemented decision support systems
- ✓ Southern California Edison – analysis of deregulation and electricity pricing
- ✓ Soyland Power – analysis of strategic options, asset valuation, member withdrawal assessment
- ✓ Arizona Public Service – financial software implementation, asset valuation
- ✓ Atlantic City Electric – analysis of strategic options, stranded cost analysis, merger analysis