GENARO J. GUTIERREZ
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TEACHING AND RESEARCH INTERESTS:

General interest integrated approaches to risk management in supply chains.

EDUCATION:

STANFORD UNIVERSITY Stanford California
Ph.D. in Industrial Engineering (August 1988).
STANFORD UNIVERSITY Stanford California
M.Sc. in Industrial Engineering (June 1983).
ITESM Monterrey N.L., Mexico
Ingeniero Industrial y de Sistemas (June 1978).

ACADEMIC EXPERIENCE

THE UNIVERSITY OF TEXAS AT AUSTIN
1988-Date **Information Risk and Operations Management Department.**
Austin, Texas
Associate Professor

UNIVERSITY OF CALIFORNIA, LOS ANGELES
Anderson Graduate School of Management Los Angeles, CA
1993-1994 **Visiting Professor**

REFEREED PUBLICATIONS:

- Goel, A., and G. Gutierrez, "Procurement and Distribution Policies in Presence of a Commodity Market," Management Science, Vol. 57, No. 12, December 2012, pp. 2228-2244

- Gutierrez, G., and X. He, "Life-Cycle Coordination Issues in Launching an Innovative Durable Product," Production and Operations Management, Vol. 20, No. 2, March-April 2011, pp. 268-279

- Rao, R., and G. Gutierrez, "Shareholders' Wealth-Maximizing Operations Decisions and Risk Management Practices in a Mixed Contracts Economy," Production and Operations Management, Vol. 19, No. 4, July-August 2010, pp. 418-433

- X. He, Prasad, A., Sethi, S., and G.J. Gutierrez, "A Survey of Stackelberg Differential Game Models in Supply and Marketing

Channels," Journal of Systems Science and Systems Engineering, 16(4), December 2007

- A. Paul, and Gutiérrez, G.J., "Simple Probability Models For Project Contracting," European Journal of Operational Research, Vol. 165, Issue 2, September 2005.

- A. Paul, and Gutiérrez, G.J., "Mean Sample Spacings, Sample Size and Variability in an Auction-Theoretic Framework," Operations Research Letters, Vol. 32, No. 2, March 2004.

- Gutiérrez, G.J. and Paul A., "Robustness to Variability in Project Networks," IIE Transactions, **33**(8): 649-660, August 2001.

- Gutiérrez, G.J. and Paul, A. "Analysis of the Effects of Uncertainty, Risk-pooling and Subcontracting Mechanisms on Project Performance," Operations Research, Vol. 48, No. 6, November-December 2000.

- Chaing, C. and G.J. Gutiérrez, "Optimal Control Policies for a Periodic Review Inventory System with Emergency Orders," Naval Research Logistics, Vol. 45, 2, 1998

- Kouvelis, P. and G.J. Gutiérrez, "The Newsvendor Problem in a Global Market: Optimal Decentralized & Centralized Control Policies for a Multinational Stochastic Inventory System," Management Science, Vol. 43, 5, May 1997.

- Gutiérrez, G.J., P. Kouvelis, and A. Kurawarwala, "A Robustness Approach to Uncapacitated Network Design Problems," European Journal of Operational Research, Vol. 94, Oct. 1996

- Chiang, C. and G.J. Gutiérrez, "A Periodic Review Inventory Control System with Two Supply Modes," European Journal of Operational Research, 94, (1996), pp. 527-547.

- Gutiérrez,, G.J., W.H. Hausman, and H.L. Lee, "Dynamic Control of Imperfect Component Production For Assembly Operations," IIE Transactions, Vol. 27, (1995), pp. 669-678.

- Gutiérrez G.J. and P. Kouvelis, "A Robustness Approach to International Sourcing," Annals of OR, (59), (1995), pp. 165-193.

- Bagchi U. and G.J. Gutiérrez, "Effect of Increasing Commonality on Service Level and Holding Cost," Naval Research Logistics, Vol. 39, No. 6, October 1992, pp. 815-832.

- Kouvelis, P.,A. Kurawarwala, and G.J. Gutiérrez, "Algorithms For Robust Single and Multiple Period Layout Planning for Manufacturing Systems," European Journal of Operational Research, V63, N2, December 1992.

- Kouvelis P., G. Gutiérrez, and W.H. Chiang, "Heuristic Approaches For Unidirectional Flowpath Design of Automated Guided Vehicle Systems," International Journal of Production Research, Vol. 30, No. 6, 1992, pp. 1327-1351

- Chiang, W., G. Gutiérrez and P. Kouvelis, "Simulated Annealing and Tabu Search Approaches to Design Problems: An application to the unidirectional flowpath design of automated guided vehicle systems (AGVS)," Ch. 26 in A. Kusiak, (Ed.), Intelligent Design and Manufacturing, Wiley, 1992

- Gutiérrez, G.J., and P. Kouvelis, "Parkinson's Law And Its Implications For Project Management," Management Science, Vol. 37, No. 8, August 1991, pp. 990-1001.

- Lee, H.L., W. Hausman, and G. Gutiérrez, "Optimal Machine Settings Of Imperfect Component Production Processes For Assembly Operations," IEEE Journal of Robotics and Automation, 6, 6, 1990, pp. 652-658.

WORKING PAPERS:

- Goel, A., and G. Gutierrez, “Integrating Commodity Markets in Optimal Procurement,” Under review in Operations Research.

- S. Bansal, G. Gutierrez and J. Keiser, “Using Imperfect Expert Assessments to Elicit Probability Distributions,” Working Paper.

- Goel and G. Gutierrez, “Benchmarking Commodity Price Models for Real-Time Physical Sale and Procurement of Exchange-Traded Commodities,” Working Paper.

- Tanrisever, F., and G. Gutierrez, “Integrating Financial Hedging and Operating Policies to Manage Commodity Risk in a Firm Subject to Financial Distress,” Working Paper.

INVITED RESEARCH PRESENTATIONS:

- "Managing Operational Cost Trade-Offs and Price Risk in the Procurement and Processing of Exchange-Traded Commodities," presented at the Smeal College of Business, Penn State University, November 9, 2012.

- "Benchmarking Commodity Price Models for Real-Time Physical Sale and Procurement of Exchange-Traded Commodities," presented at a research seminar at Olin School of Business, Washington University at Saint Louis, April 6, 2012.
- "Benchmarking Commodity Price Models for Real-Time Physical Sale and Procurement of Exchange-Traded Commodities," presented at The Supply Chain and Finance 2nd Annual Symposium, MIT-Zaragoza Logistics Center, Zaragoza, Spain, May 25, 2012.
- "Effect of Term Structure of Futures Price on Spot Procurement Policies," presented at the Sixth Mini-Conference on Integrated Risk Management in Operations and Global Supply Chains, Whitman School of Management, Syracuse University, August, 2010
- "Wealth-Creation Through Risk Management: A Framework to Rationalize the Operational and Risk Management Trade-Offs in the Production and Processing of Traded Commodities," presented at Eindhoven University of Technology, April 2010.
- "Historical and Risk-Neutral Probability Measure Approaches to the Evaluation of Risk Mitigating Contracts in Supply Chains," presented at the Fifth Mini-Conference on Integrated Risk Management in Operations and Global Supply Chains, Singapore Management University, Singapore, August, 2008
- "Shareholders' Wealth-Maximizing Production and Operations Management Decisions in Competitive Equilibrium," Presented at the Washington University in St. Louis, June 2007.
- "Shareholders' Wealth-Maximizing Production and Operations Management Decisions in Competitive Equilibrium," Presented at the Krannert School of Management of Purdue University, West Lafayette, Indiana, October 2007.
- "Shareholders' Wealth-Maximizing Production and Operations Management Decisions in a No-Arbitrage Valuation Framework," Presented at the Cox School at Southern Methodist University on November 2006.
- "A Competitive Equilibrium Model to Rationalize Operations Management Practices as Strategies for Enhancing the Firm's Value," Presented at the Operations Management and Finance Workshop at CMU on August 2006.

- “Role of Market Equilibrium Information to Improve the Efficiency of Procurement and Distribution Decisions in a Two-Stage Multiple-Location Inventory System,” Presented at the Operations Management and Finance Workshop at CMU on August 2006.
- “Integrating Storable Commodity Markets in Supply Chain Procurement,” Presented at the Krannert School of Management at Purdue University, Sept. 2005.
- “Integrating Storable Commodity Markets in Supply Chain Procurement,” presented at the University of Washington in St. Louis. June 2005
- “Integrating Commodity Markets Equilibrium Information in Supply Chain Procurement,” Presented at the University of Florida on February 2005.

RESEARCH PRESENTED AT CONFERENCES:

- ”An Integrated Approach to Commodity Risk Management,” presented at the INFORMS conference in Austin TX, November 2010.
- “Effect of Term Structure of Futures Price on the Spot Procurement Policies,” presented at the INFORMS conference in Austin TX, November 2010.
- “Optimal Dynamic Pricing and Inventory Policies for Fashion Retailers,” presented at the INFORMS conference in San Diego CA, October 2009.
- “Effect of Term Structure of Futures Price on the Spot Procurement Policies,” presented at the MSOM conference, Boston MA, June 2009.
- “Historical and Risk-Neutral Probability Measure Approaches to the Valuation of Operations Management Decisions and Contracts,” presented at the POMS International Meeting in Tokyo, Japan, August, 2008.
- “Designing Distribution Channels to Launch an Innovative Durable Product with Complementary Services,” presented at the INFORMS Conference in Seattle, November 2007.
- “Characterization of Adaptive Optimal Procurement Policies from a Spot Market,” presented at the INFORMS Conference in Seattle, November 2007
- “Life-Cycle Channel Coordination Issues in Launching an Innovative Durable Product,” presented at the MSOM annual meeting in Tsinghua University, Beijing June. 2007.

- “Make or Buy: Impact of Information on Optimal Production/Outsourcing Policies with Limited Capacity,” presented at the MSOM annual meeting in Tsinghua University, Beijing June. 2007.
- “Comparative Analysis of Distribution Channels for Innovative Durable Goods,” Presented at the INFORMS meeting in Pittsburgh PA, November 2006.
- “Designing Supply Contracts for an Innovative Durable Product: Issues of Commitment and Coordination.” Presented at the INFORMS meeting in Pittsburgh PA, November 2006.
- “Role of Commodity Markets in the Distribution of Gasoline,” Presented at the INFORMS meeting in Pittsburgh PA, November 2006.
- “Impact of Information on Optimal Production/Outsourcing Policies with Limited Capacity,” Presented at the INFORMS meeting in Pittsburgh PA, November 2006.
- “Designing Distribution Channels to Launch an Innovative Durable Product with After-Sales Complementary Products and Services,” Presented at MSOM Conference on June 2006
- “Using Market Information to Coordinate Distribution of a Commodity in a Decentralized System.,” Presented at MSOM Conference on June 2006
- “Optimal Policy for a Two-Echelon System in Presence of Commodity Markets,” Presented at the INFORMS meeting in San Francisco CA, November 2005.
- “Designing Distribution Channel for an Innovative Durable Product,” Presented at the INFORMS meeiting in San Francisco CA, November 2005.
- “Role of Commodity Markets in Optimal Procurement Policies.” Presented at the INFORMS meeting in Denver CO, October 2004
- “Modeling Mixed Build-to-Order & Build-to-Stock Systems in the Automotive Industry” Presented at the INFORMS meeting in Miami, November 2001
- "Analysis of Work Structuring and Contracting approachers in a Project Management Context”, presented at the INFORMS meeting in Philadelphia, October 1999.
- "Uncertainty and Subcontracting Mechanisms in Project Management," presented at the INFORMS meeting in Seattle, October 1998.
- “Uncertainty, Risk-Pooling & Sub-Contracting Mechanisms in Project Management,” Presented at the INFORMS conference in Dallas, October 1997

- "A Robustness Approach to Manufacturing Systems Design," presented at a research colloquium at UC Irvine, April 1994.
- "A Robustness Approach to International Sourcing," presented at the TIMS/ORSA meeting at Boston MA, April 1994.
- "Location and Capacity Issues in International Manufacturing Networks," presented at the ORSA/TIMS meeting at San Francisco CA., November 1992.
- "Optimal Control Policies For A Periodic Review Inventory System With Emergency Orders," presented at the ORSA/TIMS meeting at San Francisco CA., November 1992.
- "Newsvendor Problem in a Global Market: Optimal Decentralized & Centralized Control Policies for a Two-Market Stochastic Inventory System," presented at the ORSA/TIMS meeting at Anaheim CA., November 1991.
- "Optimization of Yield in a Single-Leg Flight with N Demand Classes," presented at the TIMS/ORSA meeting in Nashville, May 1991.
- "Robust Design of a Production/Distribution Network under Uncertain Future Demand," presented at the TIMS/ORSA meeting in Nashville, May, 1991.
- "Analysis of Production Control Policies and Operating Characteristics of a Multi-Stage Manufacturing System With Random Yield," presented at the ORSA/TIMS meeting in Philadelphia, October, 1990.
- "Dynamic Control of Imperfect Component Production For Assembly Operations," presented at the TIMS/ORSA meeting in Las Vegas, May, 1990.
- "Analysis of Production Control Policies in Multi-Stage Manufacturing Systems With Random Yield," presented at the TIMS/ORSA meeting in Las Vegas, May, 1990.
- "Analysis of Measures of Service In Assembly Systems With Component Commonality," presented at the ORSA/TIMS meeting in New York, October, 1989.
- "Behavioral Modeling In Project Management: Parkinson's Law and Its Effects," co-authored with P. Kouvelis, presented at the ORSA/TIMS meeting in New York, October, 1989.
- "Analysis of Stocking Policies In a Multi-Item Assemble-To-Order System," co-authored with W. Hausman, presented at the CORS/TIMS/ORSA meeting in Vancouver, Canada, May 1989.
- "Rationing Policies In Assemble-To-Order Systems," co-authored with W. Hausman, presented at the TIMS/EURO/AFCET international conference in Paris France, July 1988.

- "Rationing Policies In Assemble-To-Order Systems," co-authored with W. Hausman, presented at the TIMS/ORSA meeting in Washington DC., April 1988.
- "Stocking and Rationing Policies In a Multi-Item Assemble-To-Order System," co-authored with W. Hausman, presented at the ORSA/TIMS meeting in St. Louis, October 1987.
- "Stocking and Rationing Policies In a Multi-Item Assemble-To-Order System," co-authored with W. Hausman, presented at the IFORS conference in Buenos Aires Argentina, August 1987.

GOVERNMENT AND INDUSTRY AFFILIATIONS

	SECRETARIAT OF COMMERCE AND INDUSTRY (SECOFI) **FEDERAL GOVERNMENT OF MEXICO**	México, D.F.
1995	**Economic Deregulation Unit**	
	MEXICAN INSTITUTE OF SOCIAL SECURITY (IMSS)	
1996	**Finance Department**	
1987	**Charles Schwab**	San Francisco, CA. USA
1983	**Copeq S.A., GRUPO INDUSTRIAL ALFA.**	Monterrey N.L., Mexico
1980-1981	**Petrocel, S.A., GRUPO INDUSTRIAL ALFA.**	Monterrey N.L., Mexico
1979	**GRUPO INDUSTRIAL SALTILLO.**	Saltillo Coah., Mexico