

## **Brian Tomlin**

Senior Associate Dean for Faculty and Research  
William and Josephine Buchanan Professor of Management  
Tuck School of Business at Dartmouth  
100 Tuck Hall  
Hanover, NH 03755  
Phone: 603.646.2136  
Fax: 603.646.1308  
[brian.tomlin@tuck.dartmouth.edu](mailto:brian.tomlin@tuck.dartmouth.edu)

### **Education**

---

Massachusetts Institute of Technology  
PhD Sloan School of Management, 2000

University College Dublin  
BE Chemical Engineering, 1992

### **Academic appointments**

---

Tuck School of Business, Dartmouth College  
Senior Associate Dean for Faculty and Research, 2019-present  
William and Josephine Buchanan Professor of Management, 2018-present  
Professor of Business Administration, 2014-2018  
Associate Professor of Business Administration (tenured), 2009-2014

Kenan-Flagler Business School, University of North Carolina, 2002-2009  
Associate Professor of Operations, Technology and Innovation Management (tenured), 2008-2009  
Assistant Professor of Operations, Technology and Innovation Management, 2002-2008  
Benjamin Cone Research Scholar in Business, 2007-2009

### **Non-academic positions**

---

Optiant (Burlington, MA)  
Director of Research, 2001-2002

Boston Consulting Group (London, U.K. and Boston, MA)  
Consultant, 2000-2001

General Electric (Dublin, Ireland and Worthington, OH)  
Technical Leader 1994-1995  
Senior R&D Process Engineer 1994  
Process Engineer 1993-1994  
Environmental Engineer 1992-1993  
Graduate of GE's two-year leadership program 1992-1994

## Publications

---

### Peer-reviewed Journals

- [1] “Forewarned Is Forearmed? Contingent Sourcing, Shipment Information, and Supplier Competition,” (with T. Lu), *Manufacturing and Service Operations Management*, 2023, 25(5), 1796-1813.
- [2] “Supply Chain Challenges in the Post-COVID Era,” (with S. Graves and S. Willems), *Production and Operations Management*, 2022, 31(12), 4319-4332.
- [3] “After-Sales Service Contracting: Condition Monitoring and Data Ownership” (with C. Li), *Manufacturing and Service Operations Management*, 2022, 24(3), 1494-1510.
- [4] “Sourcing from a Self-Reporting Supplier: Strategic Communication of Social Responsibility in a Supply Chain” (with T. Lu), *Manufacturing and Service Operations Management*, 2022, 24(2), 902-920.
- [5] “The Internet of Things and Information Fusion: Who Talks to Who,” (with S. Saghafian and S. Biller), *Manufacturing and Service Operations Management*, 2022, 24(1), 333-351.
- [6] “Industry 4.0: Opportunities and Challenges for Operations Management,” (with T. Lennon Olsen), *Manufacturing and Service Operations Management*, Jan-Feb 2020, 22(1), 113-122.
- [7] “Selling Coproducts through a Distributor: The Impact on Product Line Design,” (with T. Lu, Y-J Chen, and Y. Wang), *Production and Operations Management*, April 2019, 28 (4), 1010-1032.
- [8] “Production Chain Disruptions: Inventory, Preparedness and Insurance,” (with L. Dong and S. Tang), *Production and Operations Management*, July 2018, 27 (7), 1251-1270.
- [9] “Dual Coproduct Technologies: Implications for Process Development and Adoption,” (with Y-J Chen and Y. Wang), *Manufacturing and Service Operations Management*, Fall 2017, 19(4), 692-712.
- [10] “The Newsvendor under Demand Ambiguity: Combining Data with Moment and Tail Information,” (with S. Saghafian), *Operations Research*, January-February 2016, 64 (1), 167-185.
- [11] “Coproduct Technologies: Product Line Design and Process Innovation,” (with Y-J. Chen and Y. Wang), *Management Science*, December 2013, 59 (12), 2772-2789.
- [12] “Incorporating Stochastic Lead Times into the Guaranteed Service Model of Safety Stock Optimization,” (with S. Humair, J.D. Ruark and S.P. Willems), *Interfaces*, Sep-Oct 2013, 43 (5), 421-434.
  - Finalist, 2012 INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice.
- [13] “Guilt by Association: Strategic Failure Prevention and Recovery Capacity Investments,” (with S. Kim), *Management Science*, July 2013, 59 (7), 1631-1649.
- [14] “Managing Disruption Risk: The Interplay between Operations and Insurance,” (with L. Dong), *Management Science*, October 2012, 58 (10), 1898-1915.
- [15] “Regulatory Trade Risk and Supply Chain Strategy,” (with Y. Wang and W. Gilland), *Production and Operations Management*, July-August 2011 30 (4), 522-540.
  - Winner, 2012 Wickham Skinner Award for Best Paper published in *Production and Operations Management* during 2011.

- [16] “Mitigating Supply Risk: Dual Sourcing or Process Improvement?,” (with Y. Wang and W. Gilland), *Manufacturing and Service Operations Management*, Summer 2010, 12 (3), 489-510.
- Finalist, 2013 M&SOM Best Paper Award (papers published in previous three years are eligible for this annual award).
- [17] “To Wait or Not to Wait: Optimal Ordering under Lead Time Uncertainty and Forecast Updating,” (with Y. Wang), *Naval Research Logistics*, December 2009 56 (8), 766-779.
- [18] “The Influence of Cost and Quality Priorities on the Propensity to Outsource Production,” (with J.V. Gray and A.V. Roth), *Decision Sciences*, November 2009 40 (4), 697-726.
- [19] “Outsourcing to a Powerful Contract Manufacturer: The Effect of Learning-By-Doing,” (with J.V. Gray and A.V. Roth), *Production and Operations Management*, Sep-Oct 2009 18 (5), 487-505.
- [20] “The Impact of Supply Learning when Suppliers are Unreliable,” *Manufacturing and Service Operations Management*, Spring 2009, 11 (2), 192-209.
- [21] “Disruption-Management Strategies for Short Life-Cycle Products,” *Naval Research Logistics*, June 2009, 56 (4), 318-347.
- [22] “The Power of Flexibility for Mitigating Supply Chain Risk,” (with C.S. Tang), *International Journal of Production Economics*, November 2008, 116 (1), 12–27.
- [23] “Pricing and Operational Recourse in Coproduction Systems,” (with Y. Wang), *Management Science*, March 2008, 54 (3), 522-537.
- [24] “On the Value of Mitigation and Contingency Strategies for Managing Supply Chain Disruption Risks,” *Management Science*, Featured Article, May 2006, 52 (5), 639–657.
- [25] “On the Value of Mix-Flexibility and Dual-Sourcing in Unreliable Newsvendor Networks,” (with Y. Wang), *Manufacturing and Service Operations Management*, Winter 2005, 7 (1), 37-57.
- [26] “Capacity Investments in Supply Chains: Sharing the Gain Rather Than Sharing the Pain,” *Manufacturing and Service Operations Management*, Fall 2003, 5 (4), 317-333.
- [27] “Process Flexibility in Supply Chains,” (with S.C. Graves), *Management Science*, July 2003, 49 (7), 907-919.

### **Invited and Refereed Book Chapters**

- [28] “Operational Strategies for Managing Supply Chain Disruption Risk,” (with Y. Wang), in *Handbook of Integrated Risk Management in Global Supply Chains*, Kouvelis P., Boyabatli O., Dong L., Li R. (Eds.), John Wiley & Sons, 2012, pp. 79-101.
- [29] “Sourcing Strategies to Manage Supply Disruptions,” (with A.J. Schmitt), in *Supply Chain Disruptions: Theory and Practice of Managing Risk*, Gurnani H., Mehrotra A., and Ray S. (Eds.), Springer-Verlag, 2012, pp. 51-72.
- [30] “How Much Flexibility Does It Take to Mitigate Supply Chain Risks?,” (with C.S. Tang), in *Supply Chain Risk: A Handbook of Assessment, Management and Performance*, Zsidisin, G.A. and B. Ritchie (Eds.), Springer, 2008, pp. 155-174.
- [31] “The Role of Inventory in Superior Supply Chain Performance,” (with J.J. Neale and S.P. Willems), in *The Practice of Supply Chain Management: Where Theory and Application Converge*, Harrison, T.P., H.L. Lee and J.J. Neale (Eds.), Kluwer Academic Publishers, 2003, pp. 31-59.

### **Articles**

- [32] “Managing Supply-Demand Risk in Global Production: Creating Cost Effective Flexible Networks,” *Business Horizons*, July/August 2014, 57 (4), 509-519.
- [33] “How to Avoid the Six Risk Management Pitfalls,” (with J.M. Swaminathan), *Supply Chain Management Review*, July/August 2007, 11 (5) 34-42.
- [34] “Managing Risk Helps Make M&As Click,” (with J.M. Swaminathan), *Financial Times*, 2006 (Appeared in October 13, 2006 issue, part of the four-part series “Mastering Transactions”).

## **Working Papers**

---

- [1] "Renting 3D Printers: Pricing and Technical Service Offerings to Customers of Varying Expertise," (with Y. Zhang), 2023
- [2] "Credible Communication of Demand Forecasts: The Role of Two-Dimensional Information and Capacity Portfolios," (with T. Lu), 2023
- [3] “The Manufacturer's Role in Nanostore-Supermarket Supply Chain Competition,” (with J. Ge), 2021
- [4] “Quality Risk and Contract Manufacturing: Theory and Empirical Evidence?,” (with J.V. Gray and A.V. Roth), 2016 (latest version).
- [5] “On the Value of a Threat Advisory System for Managing Supply Chain Disruptions,” (with L.V. Snyder). 2007 (latest version).

## **Invited Research Seminars and Workshop Presentations**

---

### *Research Seminars*

1. Columbia University, Columbia Business School (December 2021)
2. University of Michigan, Ross School of Business (December 2021)
3. Baruch College, Zicklin School of Business (December 2021)
4. Pennsylvania State University, Smeal College of Business (February 2021)
5. Fudan University School of Management (August 2020)
6. INSEAD (September 2019)
7. HEC Paris (September 2019)
8. University College London School of Management (March 2019)
9. MIT Sloan School of Management (December 2018)
10. University of Maryland, Robert H. Smith School of Business (October 2018)
11. Eindhoven University of Technology TU/e, Data Science Center (March 2018)
12. University of Texas at Dallas, Naveen Jindal School of Management (March 2018)
13. Boston University, Questrom School of Business (February 2018)
14. Hong Kong University of Science and Technology, HKUST Business School (January 2018)
15. City University of Hong Kong, College of Business (January 2018)
16. Hong Kong Polytechnic University, Faculty of Business (January 2018)
17. University of Chicago, Booth School of Business (December 2017)
18. University of Wisconsin School of Business (November 2017)
19. Arizona State University, W.P. Carey School of Business (November 2017)
20. University of North Carolina, Kenan-Flagler Business School (October 2017)
21. University of Michigan, Ross School of Business (March 2017)

22. UCLA Anderson School of Management (December 2016)
23. Yale School of Management (November 2016)
24. Emory University, Goizueta Business School (October 2016)
25. Georgetown University, McDonough School of Business (March 2016)
26. University of Pennsylvania, Wharton School (February 2016)
27. Harvard University, Harvard Business School (December 2015)
28. EBS University, Business School (December 2015)
29. London Business School (June 2015)
30. Ohio State University, Fisher College of Business (February 2015)
31. University of California at Riverside, Anderson Graduate School of Management (January 2015)
32. Boston College, Carroll School of Management (November 2014)
33. Duke University, Fuqua School of Business (November 2014)
34. University of Texas at Austin, McCombs School of Business (February 2014)
35. University of Minnesota, Carlson School of Management (February 2014)
36. European Business School (December 2013)
37. Cornell University, S.C. Johnson Graduate School of Management (November 2013)
38. University of California Berkeley, Haas School of Business (March 2013)
39. Vanderbilt University, Owen Graduate School of Management (March 2013)
40. Northwestern University, Kellogg School of Management (November 2012)
41. Texas A&M University, Mays Business School (August 2012)
42. Washington University, Olin School of Business (March 2012)
43. University of Miami, School of Business Administration (October 2011)
44. Carnegie Mellon University, Tepper School of Business (September 2011)
45. SMU Cox School of Business (May 2011)
46. McGill University Desautels Faculty of Management (April 2011)
47. MIT Sloan School of Management (March 2011)
48. Georgia Institute of Technology College of Management (October 2010)
49. London Business School (June 2010)
50. University of Southern California, Marshall School of Business (April 2010)
51. University of Michigan, Ross School of Business (December 2009)
52. Singapore Management University, Lee Kong Chian School of Business (October 2009)
53. University of British Columbia, Sauder School of Business (March 2009)
54. IBM TJ Watson Research Center (August 2008)
55. Dartmouth College, Tuck School of Business (October 2007)
56. Purdue University, Krannert School of Management (March 2007)
57. Georgetown University, McDonough School of Business (March 2007)
58. Pennsylvania State University, Smeal College of Business (October 2006)
59. University of Texas at Austin, McCombs School of Business (September 2006)
60. University of Chicago, Graduate School of Business (October 2005)
61. University College Dublin, Smurfit Graduate School of Business (December 2003)
62. Washington University, Olin School of Business (November 2003)
63. Bell Labs, Mathematical Sciences Group (October 2003)

Job-market seminars (2001-2002) are not listed.

#### *Workshop Presentations*

- Advances in Operations Research and Operations Management, Jointly organized by City University of Hong Kong, Hong Kong University of Science and Technology and National University of Singapore (January 2017)
- Duke University, Fuqua School of Business, Duke-Carolina Operations Management Workshop (April 2007)

- Northwestern University, Kellogg School of Management, Biannual Operations Workshop (September 2006)
- Carnegie Mellon University, Tepper School of Business, Integrated Finance and Operations Management Workshop (August 2006)
- University of Michigan, Integrated Risk Management in Operations Workshop (June 2006)
- University of North Carolina, Kenan-Flagler Business School, Carolina-Duke Operations Management Workshop (October 2005)
- Washington University, Olin School of Business, Integrated Risk Management in Operations Workshop (June 2005)
- College of William and Mary, School of Business, Frank Batten Young Scholars Workshop (August 2004)

Conference presentations are not listed.

## Teaching Experience

---

### *Tuck School of Business, Dartmouth College*

MBA Core Operations Management, 2010-date.

Instructor Ratings (out of 6.0): 5.63, 5.35, 5.23, 5.24, 5.59, 5.34, 5.43, 5.62, 5.53, 5.54, 5.64, 5.62, 5.72, 5.70, 5.71, 5.69, 5.85, 5.95, 5.82, 5.75, 5.54, 5.75, 5.62, 5.50, 5.84

MBA Elective Operations Strategy, 2011-2018.

Instructor Ratings (out of 6.0): 5.45, 5.12, 5.59, 5.46, 5.78, 5.63, 5.55, 5.79, 5.43, 5.78, 5.72, 5.73, 5.84, 5.81

### *Kenan-Flagler Business School, University of North Carolina*

MBA Core Operations Management, 2006-2008

Instructor Ratings (out of 5.0): 4.57, 4.49, 4.52, 4.58, 4.54, 4.47

MBA Elective Project management, 2005-2009

Instructor Ratings (out of 5.0): 4.81, 4.65, 4.66, 4.67, 4.64, 4.57, 4.78, 4.87, 4.79, 4.79

BSBA Core Operations Management, 2002-2006

Instructor Ratings (out of 5.0): 4.77, 4.77, 4.89, 4.94, 4.92, 4.52, 4.89, 4.73, 4.79

### *Teaching Awards*

Tuck Class of 2011 Teaching Excellence Award (Core Professor), 2018

Weatherspoon Award for Excellence in BSBA Teaching, Kenan-Flagler, UNC, 2004

Teaching "All Star" (MBA) recognition, Kenan-Flagler, UNC, 2006, 2009

Teaching "All Star" (BSBA) recognition, Kenan-Flagler, UNC, 2003

Outstanding Teaching Contribution award, Kenan-Flagler, UNC, 2005, 2006

### *Cases Developed*

SpaceX: Transforming the Operations of the Space Business (2023)

Procter and Gamble: Network Inventory Strategy (2013)

The Auto Industry: Flexible Networks (2013)

Deere & Company: The Global Operating Model and the Worldwide Harvesting Cab Initiative (2012)

Littelfuse: Designing a Global Manufacturing Footprint (2012)

Long-Range Capacity Planning: The Polysilicon Industry (2012)

- Two versions: one for use with a web-based in-class simulation; other as standalone.

Echelon, Inc.'s Software Product Release (A) and (B) (2005)

## **Journal Service**

Department Editor

*Manufacturing and Service Operations Management*, January 1, 2016 - Dec 31, 2020 (and legacy papers handled after 2020).

Associate Editor / Senior Editor

*Management Science*, 2009-2015

*Manufacturing and Service Operations Management*, 2008-2015

*Production and Operations Management*, 2006-2015

*Naval Research Logistics*, 2006-2011

*Decision Sciences*, 2008-2010

## **Society Service**

---

### **INFORMS and Manufacturing and Service Operations Management Society (MSOM)**

#### Officer Roles

MSOM President, 2015-2016

MSOM Executive Vice President and President-Elect, 2014-2015

#### Committee Roles\*

Search Committee for Editor-In-Chief of Service Science Journal, 2023

MSOM Fellow Selection Committee, 2022

Search Committee for Editor-In-Chief of Manufacturing and Service Operations Management Journal, 2014

Manufacturing and Service Operations Management, Ad-hoc committee on conference structure, 2008

\*Committee roles associated with president and/or president-elect positions not listed.

#### Competition Roles

iFORM (MSOM Special Interest Group) Best Paper Committee, 2014

INFORMS Junior Faculty Paper Competition judge, 2011, 2009

MSOM PhD Student Paper Competition judge, 2013, 2012, 2010, 2009, 2008, 2007, 2006, 2005, 2003

#### Conference Roles

Conference Chair, iFORM (MSOM Special Interest Group) Annual Conference, June 19 2014, Seattle, WA

### **Production and Operations Management Society (POMS)**

#### Officer Roles

Secretary, Production and Operations Management Society College of Supply Chain Management, 2009-2012

#### Competition Roles

POMS College of Supply Chain Management Best Student Paper Award Committee, 2009  
Chair, POMS College of Supply Chain Management, Best Student Paper Award, 2008  
POMS Best Unpublished Paper Award Committee, 2007

#### Conference Roles

Co-Chair (with Yimin Wang) of Supply Chain Risk Management Track, 2013 POMS Annual Conference, Denver, CO  
POMS Supply Chain Mini-Conference Organizing Committee, 2011

### **Service to Institution\***

---

\* Informal service (recruiting, seminar organization, etc.) not listed.

#### *Dartmouth College*

- Dartmouth College Academic Planning Committee, 2020-date
- Dartmouth College Steering Committee, 2020-date
- Tuck School Academic Honor Committee, 2018-2019
- Tuck School Core Curriculum Review Committee, 2018
- Tuck School Strategy Committee, 2015-2019
- Tuck School Executive Committee, 2012-2013, 2016-2020
- Tuck School Business Bridge Committee, 2016-2018
- Tuck School Executive Education Committee, 2015-2016
- Tuck School Academic Freedom, Tenure and Responsibility Committee, 2013-2014, 2015-2016, 2017-2018
- Tuck School Dean Search Committee, 2014
- Dartmouth Ethics Institute Faculty Advisory Board, 2014-2017
- Tuck School Curriculum Committee, 2011-2012, 2013-2015
- Dartmouth College Executive Vice President and Chief Financial Officer Search Committee, 2013
- Tuck School Strategy Monitoring Committee, 2009-2010, 2012-2013
- Tuck School Faculty Taskforce, 2012
- Thayer School of Engineering, Systems Engineering Faculty Search Committee, 2011-2012

#### *Kenan-Flagler Business School, University of North Carolina*

- PhD Coordinator for Operations Technology and Innovation Management Area, 2008-2009
- MBA Global Supply Chain Concentration Career Adviser, 2004-2009
- BSBA (undergraduate business) Program Committee, 2002-2006
- Weatherspoon BSBA Teaching Award Committee, 2004-2007
- BSBA Course Coordinator for Operations Management Core Class, 2004-2006

### **Academic Honors and Awards**

---

- Manufacturing and Service Operations Management Society Distinguished Fellow Award, 2021
- Manufacturing and Service Operations Management Society Distinguished Service Award, 2020
- Production and Operations Management Journal Outstanding Senior Editor Award, 2016



- Management Science Journal Meritorious Service Award, 2015
- Finalist, 2013 Manufacturing and Service Operations Management Journal Best Paper Award - papers published in previous three years are eligible for this annual award.
- Management Science Journal Distinguished Service Award, 2013
- Finalist, 2012 INFORMS Daniel H. Wagner Prize for Excellence in Operations Research Practice.
- Wickham Skinner Award for Best Paper published in Production and Operations Management Journal during 2011, Awarded 2012
- Manufacturing and Service Operations Management Journal Meritorious Service Award, 2011
- Management Science Journal Meritorious Service Award, 2010
- Manufacturing and Service Operations Management Journal Meritorious Service Award, 2009
- Frank Batten Young Scholar in Operations and Information Technology, 2004
- Young Researcher Roundtable Appointee, INFORMS, 2004
- Zannetos PhD Thesis Prize, Sloan School of Management, MIT, 2000
- John F Kennedy Fund (Ireland) Award, 1997, 1998
- University College Dublin, Engineering Academic Award, 1989, 1990, 1991, 1992
- Procter & Gamble Award for Academic Excellence, 1991