



HARVARD | BUSINESS | SCHOOL

April 1, 2024

Kris (Johnson) Ferreira

Morgan Hall 413
Soldiers Field Road
Boston, MA 02163
617.495.3316

EDUCATION

- 2015 Ph.D., Operations Research, Operations Management Track
Massachusetts Institute of Technology, Cambridge, MA
Dissertation: “Analytics in Online Markets”
Committee: Professor David Simchi-Levi (chair)
 Professor Stephen Graves
 Professor Asuman Ozdaglar
- 2007 B.S., Industrial and Systems Engineering, *summa cum laude*
Georgia Institute of Technology, Atlanta, GA

TEACHING EXPERIENCE

- 2013 Instructor, Massachusetts Institute of Technology, Cambridge, MA
2012 – 2014 Teaching Assistant, Massachusetts Institute of Technology, Cambridge,
MA

HARVARD UNIVERSITY

Appointments

- 7/1/23 – present Edgerley Family Associate Professor of Business Administration
Technology and Operations Management Unit
- 7/1/15 – 6/30/23 Assistant Professor of Business Administration
Technology and Operations Management Unit
2017-18, 2019-20 Parental clock extension
COVID-19 clock extension

Assignments

2023 – 2024	Second-year MBA Supply Chain Management, spring PhD Empirical Technology & Operations Management, spring
2022 – 2023	Second-year MBA Supply Chain Management, spring
2021 – 2022	Second-year MBA Supply Chain Management, spring
2020 – 2021	Second-year MBA Supply Chain Management, spring
2019 – 2020	<i>Teaching relief (parental)</i>
2018 – 2019	<i>Teaching relief (research development credit)</i>
2017 – 2018	<i>Teaching relief (parental)</i>
2016 – 2017	First-year MBA Technology & Operations Management, fall
2015 – 2016	First-year MBA Technology & Operations Management, fall

Executive Education

2021, '22, '23, '24	Woolworths Group Analytics Program
2024	Curriculum Associates Executive Offsite
2024	HBS, CFO Leadership Program
2019, '22, '23, '24	HBS, Transforming Customer Experiences
2024	HBS, YPO Gold Presidents' Program
2023, 2024	HBS, YPO Presidents' Program
2023	HBS, MasterClass @ Ball
2023	HBS, Senior Executive Leadership Program – China
2023	HBS, Harvard Suntory Program
2022, 2023	HBS, Department of State Secretary's Leadership Seminar
2021, 2022, 2023	Fidelity, Data Science Pipeline Course
2023	HBS, Global Colloquium on Participant-Centered Learning
2022, 2023	HBS, Managing Sales Teams and Distribution Channels
2023	HBS, Mitsui Global Management Academy
2019, '21, '22, '23	HBS, Managing Healthcare Delivery
2023	HBS, Kaiser Permanente Executive Leadership Program
2022	HBS, Bacardi Leadership Program
2022	General Mills, Strategic Revenue Management Offsite
2022	ENN Group Digital Leadership Program
2022	HBS, YPO Real Estate Program
2022	HBS, SAP Advisors – Driving Digital Growth
2022	Future Commerce Initiative, Future of Commerce Meeting
2021, 2022	HBS, Executive Stewardship & Enterprise Success in Global Competition
2019, 2022	HBS, Samsung Executive Program
2021	Fidelity, Digital Athlete Course
2019	HBS, Accelerating Innovation in Precision Medicine
2019	HBS, BTG Pactual Executive Program

2018, 2019	HBS, Bertelsmann Executive Program
2016, '17, '18, '19	HBS, Competing on Business Analytics & Big Data
2019	Target Executive Offsite
2018	HBS, Leading Professional Services Firms
2018	Samsung CEO Summit
2018	Google, Competing on Business Analytics & Machine Learning Workshop
2018	Nike, Machine Learning in Retail Workshop
2017	HBS, Achieving Breakthrough Service
2017	HBS, Driving Digital Strategies
2017	HBS, Volkswagen Group China Executive Committee Program
2017	Google, Machine Learning in Online Retail Workshop
2017	QVARTZ, Competing on Business Analytics Workshop
2015	Target Data Sciences Group Workshop

Other Teaching Experience

2016 – 2021, 2023	Independent Project Supervision
2021 – 2023	Harvard Business Analytics Program Immersion
2018, 2022	Harvard Graduate School of Arts & Sciences 10-Day MBA Program
2019 – 2021	Operations & Supply Chain Management, Harvard Business Analytics Program
2019	HBS Business of AI, Short Intensive Program
2019	Consumer Goods Forum
2018	HBS Summer Venture in Management Program
2018	Digital Strategy & Innovation, Harvard Business Analytics Program
2018	Innovation Leader IMPACT Conference
2018	African American Business Leadership Conference

WORK EXPERIENCE

2007 – 2010	Operations & Supply Chain Management Consultant Alvarez & Marsal, Atlanta, GA
2005 – 2006	Project Manager Co-op, Transportation Solutions UPS Supply Chain Solutions, Alpharetta, GA
2004	Industrial Engineering Intern Central Intelligence Agency, Langley, VA

AWARDS AND HONORS

2024	Finalist, Production and Operations Management College of Behavioral Operations Management Junior Scholar Paper Competition, Institute for Operations Research and the Management Sciences (INFORMS)
2023	Second Place Winner, Best Working Paper Award, INFORMS Behavioral Operations Management Society
2023	Winner, Production and Operations Management College of Behavioral Operations Management Junior Scholar Paper Competition, Institute for Operations Research and the Management Sciences (INFORMS)
2023	Inducted into the Council of Outstanding Young Engineering Alumni at Georgia Tech
2022	Winner, Advances in Decision Analysis Conference Best PhD Blitz, INFORMS
2021	Winner, Best Operations Management Paper in <i>Operations Research</i> Award, Manufacturing and Service Operations Management Society (MSOM)
2021	Finalist, Practice-Based Research Competition, MSOM
2018, 2019	Finalist, Best Paper Award, <i>Manufacturing & Service Operations Management</i> (M&SOM)
2019	Finalist, Revenue Management & Pricing Section Practice Award, INFORMS
2016, 2017, 2018	Meritorious Service Award, M&SOM
2015	Second Place Winner, Innovative Applications in Analytics Award, INFORMS
2015	Finalist, IBM Service Science Best Student Paper Award, INFORMS
2014	Winner, Revenue Management & Pricing Section Practice Award, INFORMS
2013	Graduate Student Award for Excellence in Engineering Systems Teaching, Massachusetts Institute of Technology
2003 – 2007	President’s Scholar, Georgia Institute of Technology
2004	Exceptional Performance Award, Central Intelligence Agency

PUBLICATIONS

Refereed Journal Articles

Ferreira, Kris J., and Emily Mower. (2023). “Demand Learning and Pricing for Varying Assortments.” *Manufacturing & Service Operations Management*, 25(4): 1227-1244.

- *Finalist, Practice-Based Research Competition, MSOM* (2021)
- *Finalist, Revenue Management & Pricing Section Practice Award, INFORMS* (2019)

Aouad, Ali, Adam Elmachtoub, Kris J. Ferreira, and Ryan McNellis. (2023). “Market Segmentation Trees.” *Manufacturing & Service Operations Management*, 25(2): 648-667.

Ferreira, Kris J., Sunanda Parthasarathy, and Shreyas Sekar. (2021). “Learning to Rank an Assortment of Products.” *Management Science*, 68(3): 1828-1848.

Ferreira, Kris J., and Joel Goh. (2021). “Assortment Rotation and the Value of Concealment.” *Management Science*, 67(3): 1489-1507.

Ngwe, Donald, Kris J. Ferreira, and Thales Teixeira. (2019). “The Impact of Increasing Search Frictions on Online Shopping Behavior: Evidence from a Field Experiment.” *Journal of Marketing Research*, 56(6): 944-959.

Ferreira, Kris J., David Simchi-Levi, and He Wang. (2018). “Online Network Revenue Management using Thompson Sampling.” *Operations Research*, 66(6): 1586-1602.

- Winner, Best Operations Management Paper in Operations Research Award, MSOM (2021)
- Finalist, IBM Service Science Best Student Paper Award, INFORMS (2015)

Ferreira, Kris J., Bin Hong Alex Lee, and David Simchi-Levi. (2016). “Analytics for an Online Retailer: Demand Forecasting and Price Optimization.” *Manufacturing & Service Operations Management*, 18(1): 69-88.

- Finalist, Best Paper Award, M&SOM (2018, 2019)
- Second Place Winner, Innovative Applications in Analytics Award, INFORMS (2015)
- Winner, Revenue Management & Pricing Section Practice Award, INFORMS (2014)

Johnson, Kris, David Simchi-Levi, and Peng Sun. (2014). “Analyzing Scrip Systems.” *Operations Research*, 62(3): 524-534.

Cases, Notes, and Teaching Notes

Ferreira, Kris, Gamze Yucaoglu, and Namrata Arora. “To Push or To Pull: Nile Furnishing’s Big Question,” Harvard Business School case 624-037 (2023) [16].

Ferreira, Kris, Christopher Thomas Ryan, and Sarah Mehta. “ReUp Education: Can AI Help Learners Return to College?” Harvard Business School case 624-007 (2023) [25].

Ferreira, Kris, Kym Lew Nelson, Carin-Isabel Knoop, and Sarah Mehta. “Diversifying P&G’s Supplier Base (A),” Harvard Business School case 622-008 (2021) [17].

Ferreira, Kris, Kym Lew Nelson, Carin-Isabel Knoop, and Sarah Mehta. “Diversifying P&G’s Supplier Base (B),” Harvard Business School case 622-029 (2021) [3].

Ferreira, Kris. “Drizly: Managing Supply and Demand through Disruption,” Harvard Business School case 621-097 (2021) [18].

Ferreira, Kris. “Drizly: Managing Supply and Demand through Disruption,” Harvard Business School spreadsheet supplement 622-066 (2021).

Ferreira, Kris, and Srikanth Jagabathula. “JOANN: Joanalytics Inventory Allocation Tool,” Harvard Business School case 621-055 (2020, revised 2022) [21].

Ferreira, Kris. “JOANN: Joanalytics Inventory Allocation Tool,” Harvard Business School teaching note 622-067 (2022) [25].

Toffel, Michael W., Natalie Epstein, Kris Ferreira, and Yael Grushka-Cockayne. “Assessing Prediction Accuracy of Machine Learning Models,” Harvard Business School note 621-045 (2020) [12].

Ferreira, Kris, Joel Goh, Dawn H. Lau, and Tuan Q. Phan. “GHN and AhaMove: Last-Mile Delivery in Vietnam,” Harvard Business School case 619-051 (2019, revised 2021) [18].

Ferreira, Kris, Joel Goh, and Dawn H. Lau. “GHN and AhaMove: Last-Mile Delivery in Vietnam,” Harvard Business School teaching note 622-010 (2021, revised 2022) [23].

Ferreira, Kris, and Karim R. Lakhani. “Fashion: Art vs. Science in Fashion Retailing,” Harvard Business School case 617-059 (2017, revised 2021, 2022) [13].

Ferreira, Kris, and Karim R. Lakhani. “Fashion: Art vs. Science in Fashion Retailing,” Harvard Business School spreadsheet supplement 621-712 (2021).

Ferreira, Kris. “Fashion: Art vs. Science in Fashion Retailing,” Harvard Business School teaching note 622-006 (2021, revised 2022) [31].

WORKING PAPERS

Balakrishnan, Maya, Kris J. Ferreira, and Jordan Tong. (2024) “Improving Human-Algorithm Collaboration: Causes and Mitigation of Over- and Under-Adherence.” *Management Science*, Under 2nd Round Review.

- *Second Place Winner, Best Working Paper Award, INFORMS Behavioral Operations Management Society (2023)*
- *Winner, Production and Operations Management College of Behavioral Operations Management Junior Scholar Paper Competition, INFORMS (2023)*
- *Winner, Advances in Decision Analysis Conference Best PhD Blitz, INFORMS (2022)*

DiSorbo, Matthew D., and Kris J. Ferreira. (2024) “Warnings and Endorsements: Improving Human-AI Collaboration Under Covariate Shift.” *Manufacturing & Service Operations Management*, submitted.

- *Finalist, Production and Operations Management College of Behavioral Operations Management Junior Scholar Paper Competition, INFORMS (2024)*

Ferreira, Kris J., Katherine C. Kellogg, and Batia M. Wiesenfeld. (2024) “Actionable Learning Interventions to Improve Effective Use of AI Decision Support Tools in Organizations.” In preparation for submission.

Ferreira, Kris J., Shirley Huang, and Jordan Tong. (2024) “Finding a Needle in a Haystack: Identifying Valuable Information to Improve Human-AI Collaboration.” Work in progress.

DiSorbo, Matthew D., and Kris J. Ferreira. (2024) “Operationalizing AI as a Screening Tool.” Work in progress.

Ferreira, Kris J., Joel Goh, and Ehsan Valavi. (2017) “Intermediation in the Supply of Agricultural Products in Developing Economies.” (*Inactive*)

PRESENTATIONS

“Human-AI Collaboration: Realizing the Full Potential of AI”

Invited plenary session, Woolworths’ Women in Data ‘Future of Work’ Seminar, Virtual (November 2023)

“Warnings and Endorsements: Improving Human-Algorithm Collaboration Under Dataset Shift”

Invited seminar, The Ohio State University Fisher College of Business, Columbus, OH (March 2023)

Invited seminar, Dartmouth Tuck School of Business, Hanover, NH (October 2023)

“Finding a Needle in a Haystack: Identifying Valuable Information to Improve Human-AI Collaboration”

INFORMS Annual Conference, Phoenix, AZ (October 2023)

“Improving Human-Algorithm Collaboration: Causes and Mitigation of Over- and Under-Adherence”

Invited seminar, Cornell Johnson Graduate School of Management, Ithaca, NY (May 2023)

HBS Junior Faculty Seminar, Boston, MA (April 2023)

Invited seminar, Indian Institute of Management Ahmedabad, Virtual (December 2022)

Invited plenary session, Conference on Digital Experimentation (CODE@MIT), Cambridge, MA (October 2022)

Invited seminar, U. Michigan Ross School of Business, Ann Arbor, MI (October 2022)

Consortium for Operational Excellence in Retailing, Virtual (June 2022)

Invited seminar, U. Minnesota Carlson School of Management, Virtual (May 2022)

“Exploring the Future of Machine Learning in Retail”

Invited tutorial, Consortium for Operational Excellence in Retailing, Virtual (June 2021)

“Demand Learning and Pricing for Varying Assortments”

INFORMS Annual Conference, Virtual (October 2021)

Invited seminar, UT Austin McCombs School of Business, Virtual (September 2021)

MSOM Annual Conference, Virtual (June 2021)

Invited seminar, MIT Data Science Lab, Virtual (May 2021)

Invited seminar, Baruch College Zicklin School of Business, Virtual (April 2021)

Invited tutorial, HBS Doctoral Seminar on Field Experiments, Virtual (April 2021)

INFORMS Annual Conference, Seattle, WA (October 2019)

INFORMS Revenue Management & Pricing Section Annual Conference, Stanford, CA (June 2019)

Consortium for Operational Excellence in Retailing, Boston, MA (May 2019)

INFORMS Business Analytics Annual Conference, Austin, TX (April 2019)

“Learning to Rank an Assortment of Products”

Invited seminar, CMU Tepper School of Business, Pittsburgh, PA (November 2019)

Invited seminar, University of Toronto Rotman School of Management, Toronto, Canada (September 2019)

Invited seminar, Southern Methodist University Cox School of Business, Dallas, TX (March 2019)

Invited seminar, Rutgers Business School, Newark, NJ (February 2019)

HBS TOM Workshop, Boston, MA (December 2018)

Invited seminar, UC Boulder Leeds School of Business, Boulder, CO (November 2018)

Invited seminar, Harvard University Institute for Applied Computational Science,

Cambridge, MA (September 2018)
MSOM Annual Conference, Dallas, TX (July 2018)
INFORMS Revenue Management & Pricing Section Annual Conference, Toronto, Canada (June 2018)
Retail Analytics Workshop, Chapel Hill, NC (June 2018)
Consortium for Operational Excellence in Retailing, Boston, MA (June 2018)
Fashion Operations Conference, Montreal, Canada (April 2018)
Invited seminar, Stanford University Graduate School of Business, Stanford, CA (April 2018)
Invited seminar, NYU Stern School of Business, New York, NY (March 2018)
HBS Common Connections, Boston, MA (October 2017)

“Market Segmentation Trees”

HBS TOM Workshop, Boston, MA (November 2017)
HBS Junior Faculty Seminar, Boston, MA (October 2017)

“Assortment Rotation and the Value of Concealment”

INFORMS Annual Conference, Phoenix, AZ (November 2018)
HBS TOM Workshop, Boston, MA (November 2017)
MSOM Annual Conference, Chapel Hill, NC (June 2017)
INFORMS Revenue Management & Pricing Section Annual Conference, Amsterdam, Netherlands (June 2017)
ISMS Marketing Science Annual Conference, Los Angeles, CA (June 2017)
Consortium for Operational Excellence in Retailing, Boston, MA (May 2017)
Fashion Operations Conference, New York, NY (February 2017)
INFORMS Annual Conference, Nashville, TN (November 2016)
INFORMS Revenue Management & Pricing Section Annual Conference, New York, NY (June 2016)
INFORMS International Annual Conference, Waikoloa Village, HI (June 2016)
POMS Annual Conference, Orlando, FL (May 2016)
INFORMS Annual Conference, Philadelphia, PA (November 2015)

“Intermediation in the Supply of Agricultural Products in Developing Economies”

MSOM Annual Conference, Chapel Hill, NC (June 2017)

“Data-Driven Pricing” (A combination talk of several of my papers)

Invited speaker, INFORMS Business Analytics Conference, Houston, TX (April 2022)
Invited speaker, Zenrez, San Francisco, CA (September 2017)
Invited speaker, Overstock, Midvale, UT (October 2016)
Invited speaker, International Program in Digital Business, Cambridge, MA (June 2016)
Invited speaker, HBS Digital Initiative Summit, Boston, MA (November 2015)
Invited speaker, Disney Data & Analytics Conference, Orlando, FL (September 2015)
Invited speaker, Target Data Sciences Group, Sunnyvale, CA (May 2015)

Invited seminar, Duke University Fuqua School of Business, Durham, NC (January 2015)
Invited seminar, CMU Tepper School of Business, Pittsburgh, PA (January 2015)
Invited seminar, University of Washington Foster School of Business, Seattle, WA (January 2015)
Invited seminar, Boston College Carroll School of Management, Chestnut Hill, MA (January 2015)
Invited seminar, UT Dallas Naveen Jindal School of Management, Richardson, TX (January 2015)
Invited seminar, Georgia Institute of Technology School of Industrial & Systems Engineering, Atlanta, GA (December 2014)
Invited seminar, Northwestern University Kellogg School of Management, Evanston, IL (December 2014)
Invited seminar, MIT Sloan School of Management, Cambridge, MA (September 2014)

“Analytics for an Online Retailer: Demand Forecasting & Price Optimization”

Consortium for Operational Excellence in Retailing, Philadelphia, PA (June 2016)
INFORMS International Annual Conference, Waikoloa Village, HI (June 2016)
POMS Annual Conference, Orlando, FL (May 2016)
Invited speaker, MIT Optimization Methods in Business Analytics Course, Cambridge, MA (March 2016)
Invited seminar, William & Mary Department of Mathematics, Williamsburg, VA (February 2016)
Invited seminar, University of Waterloo Department of Management Sciences, Waterloo, Canada (November 2015)
INFORMS Annual Conference, Philadelphia, PA (November 2015)
Invited seminar, Rutgers Business School, Newark, NJ (October 2015)
INFORMS Business Analytics & Operations Research Annual Conference, Huntington Beach, CA (April 2015)
Invited seminar, Harvard Business School, Boston, MA (January 2015)
Invited seminar, Wharton School of the University of Pennsylvania, Philadelphia, PA (January 2015)
Invited seminar, UNC Kenan-Flagler Business School, Chapel Hill, NC (January 2015)
Invited seminar, Emory University Goizueta Business School, Atlanta, GA (December 2014)
INFORMS Annual Conference, San Francisco, CA (November 2014)
MSOM Annual Conference (Supply Chain Operations SIG), Seattle, WA (June 2014)
INFORMS Revenue Management & Pricing Section Annual Conference, Istanbul, Turkey (June 2014)
Invited seminar, Oracle Retail Research Group, Burlington, MA (April 2014)
INFORMS Business Analytics & Operations Research Annual Conference, Boston, MA (April 2014)

“Online Network Revenue Management Using Thompson Sampling”

HBS Common Connections, Boston, MA (October 2017)

Joint Statistical Meetings Annual Conference, Chicago, IL (August 2016)

INFORMS International Annual Conference, Waikoloa Village, HI (June 2016)

INFORMS Annual Conference, San Francisco, CA (November 2014)

“Analyzing Scrip Systems”

INFORMS Annual Conference, Minneapolis, MN (October 2013)

INFORMS Annual Conference, Phoenix, AZ (October 2012)

POMS Annual Conference, Chicago, IL (April 2012)

Invited seminar, MIT Sloan School of Management, Cambridge, MA (April 2012)

INFORMS Annual Conference, Charlotte, NC (November 2011)

PROFESSIONAL ACTIVITIES

2024	Member, HBS MBA Conduct Review Board
2024	Associate Editor, <i>Manufacturing & Service Operations Management</i>
2024	Associate Editor, <i>Operations Research</i> (Machine Learning and Data Science Area)
2024	Member, INFORMS Revenue Management & Pricing Section’s Practice Prize Committee
2017 – 2024	Member, HBS TOM Faculty Recruiting Committee
2023 – present	Board Member, INFORMS Revenue Management & Pricing Section
2018 – present	Member, HBS Advisory Group for Research Computing
2016 – present	Advisor for Doctoral Students
2015 – present	Reviewer, <i>Management Science</i> , <i>Manufacturing & Service Operations Management</i> , <i>Operations Research</i> , <i>Production and Operations Management</i> , <i>European Journal of Operational Research</i> , and National Science Foundation
2023	Panelist, HBS Doctoral Orientation Program
2023	Panelist, Behavioral Operations Management Summer Institute
2023	Member, HBS TOM Doctoral Field Exam Committee
2023	Panelist, HBS Women’s Student Association
2018, ‘19, ‘21, ‘23	Panelist, HBS START Orientation Program
2022, 2023	Member, HBS TOM Research Day Committee
2021	Research Track Co-Lead, HBS Digital Transformation Task Force
2021	Member, INFORMS Revenue Management & Pricing Student Paper Award Committee
2021	Panelist, Doctoral Workshop on Supply Chain Analytics
2020	Judge, Harvard Business Analytics Program Essay Contest
2017, 2018, 2019	Judge, MSOM Student Paper Competition

2019 Program Committee, INFORMS Revenue Management & Pricing Annual Conference
2018 Commencement Speaker, South Carolina Connections Academy
2017 Member, HBS Faculty Integration Committee
2017 Member, HBS TOM Doctoral Recruiting Committee
2014, 2016, 2017 Session Chair, INFORMS Annual Conference
2016 Co-Coordinator, HBS TOM Unit Research Day
2016 Session Chair, POMS Annual Conference
2011 – 2015 Member, MIT Resources for Easing Friction and Stress (REFS)
2013 Seminar Series Coordinator, MIT Operations Research Center