

BRIAN W. JACOBS

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CURRENT STATUS

PhD Candidate, Operations Management
Expected graduation – July 2009; GPA – 3.72/4.00

EARNED DEGREES

M.S., Mechanical Engineering (1987)
Thesis Title: *Applications of the Taguchi Method to Product Innovation*
Massachusetts Institute of Technology, Cambridge, Massachusetts

B.S., Marine Engineering Systems (1982)
U.S. Merchant Marine Academy, Kings Point, New York

RESEARCH INTERESTS

- Operations Strategy
- Financial/Market Value of Operations Strategies
- Sustainability
- Supply Chain Management

TEACHING INTERESTS

- Operations Management
- Supply Chain Management
- Sustainable Operations
- Quality Management

DISSERTATION

Essays on Environmental Operations

The first part of my dissertation analyzes product take-back, a form of Extended Producer Responsibility. As part of this work, we develop an analytical model to contrast the assignment of full responsibility for product take-back to a single echelon in a supply chain versus sharing responsibility between echelons. We determine the impacts of product collection and recycling mandates on the incentive to recycle, profits in the supply chain, consumption of virgin material, and social welfare. In the second part of my dissertation, we conduct an empirical investigation of the impacts of environmental performance on the market value of the firm. We find that the market is very selective in reacting to environmental initiatives with certain types of initiatives even valued negatively.

Advisors: Ravi Subramanian and Vinod Singhal

RESEARCH PAPERS

An Empirical Investigation of Environmental Performance and the Market Value of the Firm, with Vinod Singhal and Ravi Subramanian (2008). Under preparation for submission to *Journal of Operations Management*.

Sharing Responsibility for Product Recovery Across the Supply Chain, with Ravi Subramanian (2008). Under preparation for submission to *Manufacturing & Service Operations Management*.

Completely Synchronous Manufacturing for Automotive Assembly – Some Lessons Learned, with Charles White and Ken Morrison (1992), *Computers and Industrial Engineering*, Vol. 23, No. 3, pp. 261-265

WORK EXPERIENCE

GP Deltapoint, General Physics Corporation, Elkridge, Maryland

January 2005 – July 2005: *Principal Consultant* – Taught, coached, and implemented Lean Manufacturing and Equipment Reliability in a steel rolling mill

Saturn Corporation, General Motors, Spring Hill, Tennessee

October 2003 – December 2004: *Manufacturing Executive, Stamping and Body Fabrication* – Led 900 people and managed \$120M budget in all aspects of daily operations

July 1998 – September 2003: *Chief Manufacturing Engineer, Body* – Led 500 skilled tradesmen and engineers in project work and daily maintenance activities

November 1996 – June 1998: *Project Manager* – Completed \$190M, 400K square foot facility expansion for retooling without disruption to concurrent production

March 1988 – October 1996: *Maintenance Superintendent, Industrial Engineering Superintendent, Manufacturing General Supervisor, Supplier Quality Engineer*

Central Foundry Division, General Motors, Saginaw, Michigan

January 1987 – February 1988: *Senior Quality Engineer*

Nodular Iron Foundry, General Motors, Saginaw, Michigan

July 1982 – August 1985: *Maintenance Supervisor, Plant Engineer, Powerhouse Engineer*

TEACHING

Courses Taught at Georgia Tech

Summer 2008: College of Management

Course: MGT3501, Operations Management Core, 50 students – Evaluation: **4.7/5.0**

Summer 2007: College of Management

Course: MGT3501, Operations Management Core, 51 students – Evaluation: **4.5/5.0**

Spring 2007: College of Management

Course: MGT3501, Operations Management Core, 40 students – Evaluation: **4.7/5.0**

Curriculum Development

Course: MGT3501, Operations Management Core – I developed and incorporated materials related to environmental management into this established core undergraduate class. Topics include environmental management history, ISO 14000 standards, and DfE.

Pedagogical Material Development

Environmental Management at Jabil Circuit, with Beril Toktay and Mikey Mulford. Developed in collaboration with Jabil Circuit, this case study discusses the role of environmental management in the firm as either a compliance strategy or a potential competitive advantage.

Concurrent Product Development – the Saturn Vue VTi, with Stylianos Kavadias, Ioannis Bellos, Wenli Xiao. This case study illustrates the complexities of global concurrent development for an innovative product, and how project management and organizational structure impact that effort.

AWARDS AND ACHIEVEMENTS

- CETL/BP Outstanding Teaching Assistant Award, Georgia Tech (2008).
- Professional Engineer, State of Michigan (1987-present).
- Professional Development Assignment to General Motors Europe (1997).
- General Motors Fellowship to MIT (1985-1987).
- Commissioned Officer, United States Naval Reserve (1982-1991).

PROFESSIONAL MEETINGS

An Empirical Investigation of Environmental Announcements and the Market Value of the Firm.

- Invited Session, INFORMS Annual Meeting, Washington, DC (October 2008).
- MSOM Annual Meeting, College Park, Maryland (June 2008).
- POMS Annual Meeting, San Diego (May 2008).

Sharing Responsibility for Product Recovery Across the Supply Chain.

- Invited Session, INFORMS Annual Meeting, Washington, DC (October 2008).
- Invited Session, POMS Annual Meeting, Dallas (May 2007).
- Invited Session, INFORMS Annual Meeting, Pittsburgh (November 2006).

SERVICE

Invited Session Chair – Empirical Research in Environmental Operations, INFORMS Annual Meeting, Washington, DC, October 2008.

PhD Program Committee – Georgia Tech College of Management, sole student representative, 2008-2009 academic year.

PhD Program Improvement Task Force – Georgia Tech College of Management, sole student representative, 2007-2008 academic year.

COURSEWORK

Analytical Methods

- Probabilistic Modeling
- Simulation
- Deterministic and Linear Optimization
- Dynamic Programming
- Stochastic Processes
- Optimal Control
- Scheduling

Empirical Methods

- Regression Analysis
- Multivariate Statistics
- Event Studies
- Survey Methods
- Structural Equation Modeling

Topical Areas

- Supply Chain Management
- New Product Development
- Strategy
- Environmental Operations

PROFESSIONAL MEMBERSHIPS

INFORMS

MSOM

POMS

DSI

REFERENCES

Dr. Vinod R. Singhal

Area Coordinator for Operations Management

Dr. Alfred F. and Patricia L. Knoll Professor of Operations Management

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Dr. Ravi Subramanian

Assistant Professor of Operations Management

Georgia Institute of Technology

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Atlanta, GA 30308-0520

Tel: (404) 894-4197

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Dr. Beril Toktay

Nancy J. and Lawrence P. Huang Associate Professor of Operations Management

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