

# JOEL WOOTEN

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US Citizen

## POSITIONS

MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA  
*Assistant Professor* 2013-present

## EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA  
*PhD in Operations Management* 2013  
*Master of Business Administration, Honors* 2006

GEORGIA INSTITUTE OF TECHNOLOGY  
*Bachelor of Science in Industrial Engineering, Highest Honors* 2000

## RESEARCH

### REFEREED

Wooten, J. and K. Ulrich (2017), "Idea Generation and the Role of Feedback: Evidence from Field Experiments with Innovation Tournaments," *Production and Operations Management*, 26(1), 80-99.

*Method:* Field experiment; 16,200 consumer ratings of 544 logos across 6 contests

Wooten, J. and C. Tang (2018), "Operations in Space: Exploring a New Industry," *Decision Sciences*, 49(6), 999-1023.

*Method:* Topic introduction and framing; Lead article

Wooten, J., J. Donohue, T. Fry, and K. Whitcomb (2020), "To Thine Own Self Be True: Asymmetric Information in Procurement Auctions," *Production and Operations Management*, 29(7), 1679-1701.

*Method:* Lab experiment; 4,156 bids

Wooten, J., S. Cho, J. Donohue, and T. Fry (2020), "Overcoming Cost Disadvantages in Procurement Auctions," *Decision Sciences*, forthcoming.

*Method:* Lab experiment; 4,400 bids

### UNDER REVIEW

Wooten, J. and K. Ulrich, "The Impact of Visibility in Innovation Tournaments: Evidence from Field Experiments," under review at *MSOM*, March 2017.

*Method:* Field experiment, Lab; 11,480 consumer ratings of 676 logos, 16,793 pairwise similarity scores  
*Winner:* 2013 POMS Product Innovation and Technology Management Best Student Paper Award

Wooten, J., "Leaps in Innovation: The Bolt versus Bannister Effect in Algorithmic Tournaments," under review at *POMS*, November 2018.

*Method:* Observational data; 26,000 scored entries across 23 algorithm contests on Kaggle.com

Cho, S., J. Wooten, J. Donohue, and T. Fry, “The Impact of Subsidies in Asymmetric Procurement Auctions: A Comparison of Theoretical and Experimental Results,” under review at *MSOM*, August 2020.

*Method:* Lab experiment

#### WORKING PAPERS

Wooten, J., S. Mumbower, J. Kistler, and M. Galbreth, “Caught Looking: How Data Visualizations Impact Quick Decision Making,” work in progress.

*Method:* Field experiment

Wooten, J. and S. Venkataraman, “Improving the New Product Development Pipeline: Evidence from the Pharmaceutical Industry,” work in progress.

*Method:* Analytical model, Simulation; 36,000 simulation runs of pharmaceutical pipeline game

Wooten, J., G. Georgiadis, and C. Tang, “Winning with Coalition: R&D Races and the Netflix Prize,” work in progress.

*Method:* Analytical model, Observational data; Top-20 daily leaderboard for Netflix Prize competition

#### UN-REFEREED

Grushka-Cockayne, Y., S. Erat, and J. Wooten (2018), “Chapter 10: New Product Development and Project Management Decisions,” in K. Donohue, E. Katok, and S. Leider (Eds.), *The Handbook of Behavioral Operations*. Wiley, 367-392.

#### INVITED SEMINARS

2020 Indiana University online fall OM/IS consortium  
2020 Indiana University online summer OM/IS consortium  
2020 University of Wisconsin-Madison – Madison, WI  
2020 HEC Paris – Paris, France  
2019 University of Florida – Gainesville, FL  
2017 George Washington University – Washington, DC  
2015 University of South Carolina, Arnold School of Public Health – Columbia, SC  
2015 XPRIZE – Los Angeles, CA  
2014 McGill University – Montreal, Canada

#### INVITED TALKS

2019 INFORMS Annual Meeting, “Operations in Space: Exploring a New Industry”  
2019 POMS Annual Meeting, “Delivering Baseball Insight”  
2019 Product and Service Innovation Conference, “Delivering Baseball Insight”  
2018 INFORMS Annual Meeting, “Operations in Space: Exploring a New Industry”  
2018 POMS Annual Meeting, “Operations in Space: Exploring a New Industry”  
2018 POMS Annual Meeting, “Leaps in Innovation”  
2017 INFORMS Annual Meeting, “Leaps in Innovation”  
2017 INFORMS Annual Meeting, “The Impact of Asymmetric Info in Procurement Auctions”  
2016 INFORMS Annual Meeting, “Panel: Emerging Themes in Technology Management”  
2016 POMS Annual Meeting, “Idea Generation and the Role of Feedback”  
2016 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”  
2015 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”

2015 INFORMS Annual Meeting, “Optimal Shapes of Innovation Pipelines”  
 2015 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”

2014 INFORMS Annual Meeting, “Characterizing Ideal Funnel Shapes”  
 2014 HBS Open and User Innovation Conference, “Leaps in Innovation”  
 2014 POMS Annual Meeting, Open Innovation panelist and “Leaps in Innovation”  
 2014 POMS Annual Meeting, “Characterizing Ideal Funnel Shapes”  
 2014 Product and Service Innovation Conference, “Leaps in Innovation”

2013 INFORMS Annual Meeting, “Leaps in Innovation”  
 2013 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”  
 2013 POMS PITM Mini-conference, “The Impact of Visibility in Innovation Tournaments”  
 2013 Darden/Judge Entrepreneurship and Innovation Conference, “The Impact of Visibility...”  
 2013 POMS Annual Meeting, “Leaps in Innovation”  
 2013 POMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”

2012 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”  
 2012 INFORMS Annual Meeting, “The Impact of Visibility in Innovation Tournaments”  
 2012 INFORMS Annual Meeting, “Leaps in Innovation”

2011 INFORMS Annual Meeting, “Idea Generation and the Role of Feedback”  
 2011 Wharton Workshop on Empirical Research in OM, “Idea Generation and ... Feedback”  
 2011 Product and Service Innovation Conference, “Idea Generation and the Role of Feedback”

## TEACHING

### MOORE SCHOOL OF BUSINESS, UNIVERSITY OF SOUTH CAROLINA

- MGSC 779 – Innovation and Design: S14, S15, S16, S18, S19, S20
- MGSC 393 – Innovation and Design: S20
- MGSC 391 – Sports Analytics: F19, F20
- MGSC 894 – Advanced Topics in Management Science: F18
- MGSC 291 – Applied Statistics for Business: S17 (pilot), S18, S18
- MGSC 291 – Statistics for Business and Economics: S14, S14, S15, S15, S16, S16, S17, S17
- MKTG 717 – Spreadsheet Modeling: F16, S17, F17, S18, F18, S19, S19, F19, S20, S20, F20

### CORPU

- Charles Schwab Executive Program – Managing Innovation: S14,15,16,17,18,19,20
- Johnson & Johnson – Transformational Business Problem Solving: F20
- Aetna GM and P&L Program – Managing Innovation: S15, S16, F16, F16
- Merck Europe and Canada – Identifying Opportunities for Innovation: F15
- Lincoln Financial Group – Managing Innovation: S15
- SunGard Capital Markets University – Identifying Opportunities for Innovation: S15

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

#### *Teaching Assistant, Wharton Teacher Development Program*

- OPIM 654 – Product Design and Development: W09, W10, S11, W12, W13
- OPIM 651 – Innovation, Problem Solving, and Design: F09, F10, S11, F11, F11
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 632 – Supply Chain Management: S10
- OPIM 631 – Quality and Productivity: S10
- OPIM 621 – Decision Models and Uncertainty: F09
- OPIM 650 – Operations Performance Analysis: F10, F10
- OPIM 416 – Design and Development of Web-based Products and Services: M11
- OPIM 415 – Product Design: S13
- MGT 654 – Competitive Strategy: S05, M05, S06

- MGT 652 – Foundations of Leadership: F05

## AWARDS

Outstanding Reviewer Award – POMS, 2018  
 Most Outstanding Elective Professor – PMBA Program, 2014  
 POMS Product Innovation and Technology Management Best Student Paper Award, 2013  
 Mack Center for Technological Innovation and Wharton Entrepreneurship Fellowship, 2010-2012  
 Wharton-INSEAD Center for Global Research and Education Research Award, 2010  
 Wharton Risk Management Center Russell Ackoff Fellowship, 2009-2011  
 Wharton Doctoral Fellowship, 2008-2012  
 Joseph P. Wharton Award for Leadership and Innovation, 2006  
 Georgia Tech President's Scholarship, 1996-2000  
 Governor's Scholarship, 1996  
 Georgia Tech Distinguished Science Scholar Award, 1995

## GRANTS

Merck research grant (with the supervision of Karl T. Ulrich) to support research on R&D portfolio management, \$128k (2007), \$255k (2008)  
 The Darla Moore School of Business Research Grant Program (2013, 2015, 2016, 2018, 2019)

## PROFESSIONAL ACTIVITIES

White House Frontiers Conference attendee, Interplanetary Track – 2016  
 Product and Service Innovation Conference Program Chair – 2014-2020  
 POMS College of PITM, VP Outreach and Collaboration – 2016-2018  
 INFORMS Annual Meeting Cluster Chair (New Product Development) – 2016, 2017  
 INFORMS Annual Meeting Invited Session Chair – 2013, 2013, 2014, 2019  
 POMS Annual Meeting Invited Session Chair – 2016, 2017, 2018, 2019, 2020  
 POMS Editorial Review Board – 2019-20  
 Reviewer for *Management Science* (Entrepreneurship and Innovation department)  
 Reviewer for *POMS* (New Product Development, R&D, & Project Management department and Management of Technology department)  
 Reviewer for *MSOM*  
 Reviewer for *Decision Sciences*  
 Reviewer for *Journal of Operations Management*  
 Reviewer for *Information Systems Research*  
 Moore School Faculty Advisory Committee – 2015-2018  
 Moore School Undergraduate Program Committee – 2017-2018  
 Moore School Graduate Program Committee, PMBA – 2014-2020  
 Moore School Data Lab, Founding Faculty Coordinator – 2019  
 Moore School Course Coordinator, Applied Statistics for Business – 2016-2018

## EXPERIENCE

EASY EATS, LLC. – Founder	2011-2013
SMATCHY, INC. – Founder	2006-2009
BAIN & COMPANY – Senior Associate Consultant, Associate Consultant	2001-2004
SOUTHERN COMPANY ENERGY MARKETING – Associate - TX region, Structuring	1998, 2000

## OTHER

Ultimate Frisbee – National Champion, World Champion

DIG Camp – Innovation Summer Camp co-founder, 2016-2017

Wharton Leadership Office – Venture Fellow, Leadership Fellow, Board presenter

University City Hospitality Corporation – Treasurer and Board Member, 2005-2006

Georgia Tech President's Scholarship – Regional Interviewer, 2002-2005; Retreat Fellow, 2009

Eagle Scout