

**Reza Ahmadi**

Professor in Decisions, Operations, and Technology Management

Phone: (310) 825-2502

reza.ahmadi@anderson.ucla.edu

**Quote:** “It’s my goal to help students learn, and empower them to do what they need to do in order to be successful in their professions after graduation.”

Reza Ahmadi is a professor in Decisions, Operations and Technology Management. His research focuses on a range of topics within operations management including product design and development, supply chain management, pricing and contracting issues in the presence of gray markets. His research on gray markets was one of the earliest in the area of operations management.

“My research explores the effect of contract design on gray markets and how services can be used as a strategy to address the challenges in these markets. Through my work in this area, I seek to find solutions to the practical problems faced by industry,” he says.

Professor Ahmadi is widely regarded for his research examining the practice of discounting prices in a B2B setting and is credited for developing a price-bargaining model that enhances pricing decisions in this arena.

In 2015, he received a faculty grant to support his research on fixed price and bargaining. Professor Ahmadi will examine why different price mechanisms are used in B2B settings. His findings will improve our understanding of when to allow for fewer price negotiations during the product lifecycle, and the impact this decision has for seller and supply chain profits.

Ahmadi has produced compelling research in this field, having published more than 35 academic papers in top journals, including *Operations Research*, *Management Science* and *Productions and Operations Management*. He currently serves on the editorial board of *Production, Operations and Management Society* as well as the special editorial board of *Interfaces*.

Over the last 27 years at Anderson, Ahmadi estimates he has taught over 4,000 graduate students. Through the years, he has taught core, elective and Ph.d courses to students across all MBA programs including the Global

Executive MBA Asia-Pacific program and the recently established Fully-Employed Flex MBA option.

As a faculty advisor board member for the Easton Technology Management Center, he helps create programming that exposes students to the rapidly transforming technology landscape across different verticals. Ahmadi has worked with business schools around the world to organize short educational programs focused on technology management, the information economy, entrepreneurship and globalization. He has taught students from management programs at Korea University Business School, Indian Institute of Management in Bangalore, and Italy's SDA Bocconi School of Management.

At UCLA, Professor Ahmadi is on the Council on Planning and Budget where he assists in the development of strategic recommendations for the allocation of academic resources through the university's budgetary and planning processes.

Mastery in industrial engineering landed Professor Ahmadi consulting opportunities with various corporations including, IBM, AMD, GM, Rocketdyne, Magic Mountain, Universal Studios and Disneyland. At Rocketdyne, he was tasked with redesigning their space shuttle's main engine to commercialize the turbo pump of their rockets so they could be produced two times faster and two times cheaper.

Theme park goers have Ahmadi to thank as he was on the team that helped develop the Fast Pass concept, which manages the constant flow of customers through theme park attractions.

Outside of the classroom, Ahmadi enjoys playing guitar, and has a love for sushi, running, and classical rock music. He can often be found outdoors maintaining a lush garden filled with fruit trees, vegetables and roses.

### **Education**

Ph.D. Operations Management, 1988, University of Texas at Austin- with honor

M.S. Operations Research, 1984, University of Texas at Austin-with honor

B.S. Industrial Engineering, 1978, New Mexico State University-with honor

### **Interests**

Operations Management, Product Design and Development, Supply Chain Management with Gray Markets