

BRIAN W. JACOBS

Eli Broad College of Business, Michigan State University
632 Bogue Street N370, East Lansing, MI 48824-1122
Phone: (517) 884-6370; Fax: (517) 432-1112
jacobsb@bus.msu.edu

CURRENT STATUS

Assistant Professor of Supply Chain Management, Michigan State University, since August 2009

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

EARNED DEGREES

Ph.D., Operations Management (2009)

Georgia Institute of Technology, Atlanta, Georgia

Dissertation Title: *Essays on Operations Strategies*

Advisors: Vinod Singhal and Ravi Subramanian

M.S., Mechanical Engineering (1987)

Massachusetts Institute of Technology, Cambridge, Massachusetts

Thesis Title: *Applications of the Taguchi Method to Product Innovation*

B.S., Marine Engineering Systems (1982)

U.S. Merchant Marine Academy, Kings Point, New York

RESEARCH PAPERS (Published and Forthcoming)

The Effect of Product Development Restructuring on Shareholder Value, with Vinod Singhal (2013), forthcoming in *Production and Operations Management*.

Six Sigma Adoption: Operating Performance Impacts and Contextual Drivers of Success, with Morgan Swink (2012), *Journal of Operations Management*, Vol 30, No. 6, pp 437-453.

Sharing Responsibility for Product Recovery Across the Supply Chain, with Ravi Subramanian (2012), *Production and Operations Management*, Vol 21, No. 1, pp 85-100.

An Empirical Investigation of Environmental Performance and the Market Value of the Firm, with Vinod Singhal and Ravi Subramanian (2010), *Journal of Operations Management*, Vol 28, No. 5, pp 430-441.

This research was featured in *B-School Research Tackles the Big Questions*, Bloomberg Businessweek, and *How Markets React to CSR Announcements*, Network for Business Sustainability.

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.

TEACHING

Courses Taught

Fall 2012: Eli Broad Graduate School of Management, Michigan State University
Course: PIM875, Supply Chain Management II, 3 sections – 155 students

Fall 2012: Eli Broad College of Business, Michigan State University
Course: SCM372, Manufacturing Planning and Control, 1 section – 40 students

Fall 2011: Eli Broad Graduate School of Management, Michigan State University
Course: PIM875, Supply Chain Management II, 3 sections – 169 students

Fall 2011: Eli Broad College of Business, Michigan State University
Course: SCM372, Manufacturing Planning and Control, 1 section – 48 students

Spring 2011: Eli Broad Graduate School of Management, Michigan State University
Course: PIM875, Supply Chain Management II, 3 sections – 145 students

Fall 2010: Eli Broad College of Business, Michigan State University
Course: SCM372, Manufacturing Planning and Control, 1 section – 49 students

Fall 2009: Eli Broad College of Business, Michigan State University
Course: SCM372, Manufacturing Planning and Control, 3 sections – 139 students

Summer 2008: College of Management, Georgia Institute of Technology
Course: MGT3501, Operations Management, 1 section – 50 students

Summer 2007: College of Management, Georgia Institute of Technology
Course: MGT3501, Operations Management, 1 section – 51 students

Spring 2007: College of Management, Georgia Institute of Technology
Course: MGT3501, Operations Management, 1 section – 40 students

Curriculum Development

Course: PIM875, Supply Chain Management II, Michigan State University – developed this course to focus 2nd year WMBA students on process analysis including theory of constraints, supply chain design, lean production, quality management, project management, and new product development.

Course: MGT3501, Operations Management, Georgia Institute of Technology – 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.

WORK EXPERIENCE

GP Deltapoint, General Physics Corporation, Elkridge, Maryland

January 2005 – July 2005: *Principal Consultant* – Taught, coached, and implemented Lean Manufacturing and Total Productive Maintenance 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 annual 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*

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

Persistence of Sustainability Capabilities

- Sponsored Session, INFORMS Annual Meeting, Phoenix (October 2012).

Firm-Level Emissions: Impacts on Productivity and Profit.

- Invited Session, POMS Annual Meeting, Chicago (April 2012).
- Invited Session, INFORMS Annual Meeting, Charlotte (October 2011).
- Invited Session, POMS Annual Meeting, Reno (May 2011).

Shareholder Value Effects of Voluntary Emissions Reductions.

- Invited Session, POMS Annual Meeting, Chicago (April 2012).
- Invited Session, POMS Annual Meeting, Reno (May 2011).
- INFORMS Annual Meeting, Austin (November 2010).

The Effect of Product Development Restructuring on Shareholder Value.

- Invited Session, POMS Annual Meeting, Vancouver (May 2010).
- DSI Annual Meeting, New Orleans (November 2009).
- Invited Session, INFORMS Annual Meeting, San Diego (October 2009).

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 (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

Editorial Review Board – Journal of Operations Management

Ad Hoc Referee – Management Science, Production and Operations Management, Decision Sciences, IEEE Transactions on Engineering Management, International Journal of Production Research, International Journal of Operations and Production Management, Journal of Business Research, International Journal of Production Economics, Journal of Environmental Management, Manufacturing and Service Operations Management Conference, Academy of Management Conference, Decision Sciences Conference

Invited Session Chair/Organizer – Empirical Research in Environmental Operations, INFORMS Annual Meeting, Phoenix, October 2012.

Sustainable Operations and Shareholder Value, POMS Annual Meeting, Chicago, April 2012.

Empirical Research in Operations, POMS Annual Meeting, Reno, May 2011.

Green and Financial Market Performance, POMS Annual Meeting, Reno, May 2011.

Empirical Research in Environmental Operations, INFORMS Annual Meeting, Washington, DC, October 2008.

Session Chair – Operations and Financial Market Performance, POMS Annual Meeting, Reno, May 2011.

Strategy, Model, and Product Development Restructuring, DSI Annual Meeting, New Orleans, November 2009.

Energy Transition Committee – Michigan State University, Eli Broad College of Business faculty representative, 2010-2012 academic years.

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.

PROFESSIONAL MEMBERSHIPS

INFORMS including MSOM society, ENRE section, and Southeast Michigan chapter

POMS

DSI

Michigan Lean Consortium