

# Hallie S. Cho

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## ACADEMIC POSITIONS

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Owen Graduate School of Management, Vanderbilt University  
Assistant Professor of Operations Management  
Nashville, TN  
2019-

## EDUCATION

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INSEAD Ph.D. in Management Science (Technology and Operations Management)	Fontainebleau, France & Singapore 2019
MASSACHUSETTS INSTITUTE OF TECHNOLOGY S.M. in Mechanical Engineering	Cambridge, MA 2012
MASSACHUSETTS INSTITUTE OF TECHNOLOGY S.B. in Mechanical Engineering S.B. in Management Science	Cambridge, MA 2010 2010

## RESEARCH INTERESTS

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New Product Development, Technology Management, On-line Product Forums

## WORKING PAPERS

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Cho HS, Hasija S, Sosa M. 2018. Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand. *INSEAD Working Paper No. 2018/36/TOM*  
Major revision at *Manufacturing & Service Operations Management*  
Available on SSRN [[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3240453](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3240453)]

Cho HS, Hasija S, Sosa M. 2018. How Important is Design for the Automobile Value Chain?  
In preparation for submission. *Available upon request.*

## RESEARCH IN PROGRESS

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Cho HS, Hasija S, Sosa M. How to Efficiently Listen to Your Customers: a Comparison of Different Text Mining Methods to Extract Information from Online Customer Reviews

## INVITED CONFERENCE PRESENTATIONS

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Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand  
INFORMS Annual Meeting. Phoenix, AZ, 2018.  
MSOM Conference. Dallas, TX, 2018.  
INFORMS Annual Meeting. Houston, TX, 2017.  
Wharton-INSEAD Alliance PhD Consortium. Philadelphia, PA, 2017.  
INFORMS Annual Meeting. Nashville, TN, 2016.

How Important is Design for the Automobile Value Chain?  
MSOM Conference. Dallas, TX, 2018.  
AOM Annual Meeting. Anaheim, CA, 2016.  
MSOM Conference. Auckland, New Zealand, 2016.

## If at First You Don't Succeed: Learning and Aspiration Level Adjustment in Venture Fundraising on Kickstarter

INFORMS. Philadelphia, PA, 2015.

Wharton-INSEAD Alliance PhD Consortium. Philadelphia, PA, 2015.

AOM Annual Meeting. Vancouver, Canada, 2015.

## PEER-REVIEWED CONFERENCE ARTICLES

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G.D. Tao, H.S. Cho, D. Frey, A.G. Winter, V. "Design of a Low-Cost Autoclave for Developing World Health Clinics." 9th International Conference on Design Education, ASME IDETC/CIE 2012. Paper# DETC2012-71435.

## AWARDS AND HONORS

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INSEAD Certificate of Recognition for Teaching Excellence	2016
MIT D-LAB Scale-Up Phase II Fellowship	2013
TATA Social Enterprise Challenge, Runner Up	2013
XEROX Fellowship, one of five fellows selected from MIT School of Engineering	2012
SUTD-MIT International Design Center Research Grant Recipient	2012
MIT MISTI India Innovation Fund Recipient	2012
James Dyson Award Semi-Finalist (International) and National Finalist (USA)	2012
Winner of MIT IDEAS Competition	2011 & 2012
MIT International Development Initiative Technology Dissemination Fellowship	2011
Selected for Italian Ministry of Education's exchange program to teach STEM in Italy	2011
Selected to attend MIT Leadershape Institute	2008
Outstanding Community Service Award, 1500+ hours of service as a volunteer EMT	2006

## TEACHING

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### INSEAD, MBA Program

Organization 2.0 (Elective), Teaching Assistant	Spring 2018
Sessions on (re)designing organizations using advanced methods such as agent based models, experiments, graph theory, and machine learning.	
Responsible for helping students work with code in R and Python.	
Organization 2.0 Tutorials (Elective), Course Instructor	Spring 2019
4 x 1.5 hour sessions covering machine learning in Python	
Production and Operations Management Tutorials (Core), Course Instructor	Fall 2015
4 x 1.5 hour sessions covering queuing and newsvendor models	& Spring 2019

### INSEAD, PhD Program

Econometrics Tutorials (Core), Course Instructor	Spring 2016
5 x 2 hour sessions on data cleaning and regression analysis in Stata.	

### MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Undergraduate Program

2.009 Product Engineering Process (Core), Teaching Assistant	Fall 2010
Senior project class where 8 randomly chosen teams of ~20 students with a budget of \$6500 generate ideas, build prototypes, and present a working product and business plan in three months.	
Responsible for organizing and preparing classroom activities and mentoring teams during lab hours.	

## SERVICE

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Ad-hoc referee for *Manufacturing & Service Operations Management*

Ad-hoc referee for *Production and Operations Management*

MIT Educational Counselor

2015-present

## INDUSTRY EXPERIENCE

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Co-Founder/CEO. OttoClave. (US based with operations in Nepal, India, & Chile) 2011-2013

OttoClave is an innovative pressure cooker based medical sterilization system for resource limited health clinics developed by Hallie Cho and Greg Tao during their master's program at MIT. Post graduation, the co-founders incorporated the company and worked full time to scale and commercialize the product.

Raised ~200K. Designed and Implemented strategies for a pilot production.

Managed a team of 7. Received official endorsement from the Prime

Minister of Nepal, and ran field trials at 48 rural and remote clinics in Nepal.

Established a partnership with TTK Prestige (largest pressure cooker manufacturer in India)

Data Santa. Smarterer. Boston, MA

2011-2012

Smarterer is a crowdsourced skills test company that raised \$11M from Google Ventures, True Ventures, and others. Acquired for \$75M in 2014.

Analyzed user data to discover behavior patterns, conducted usability testing sessions and translated findings into development tasks, and led the content management of 3 interns and over 300 contractors

## REFERENCES

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Manuel Sosa

Associate Professor (TOM)

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Sameer Hasija

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V. (Paddy) Padmanabhan

Professor (Marketing)

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