

Hallie S. Cho

E: hallie.cho@vanderbilt.edu
T: (617) 807-0652 | Skype: hallie.cho
401 21st Avenue South, Nashville, TN 37203

ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University
Assistant Professor of Operations Management

Nashville, TN
2019- Present

EDUCATION

INSEAD Fontainebleau, France & Singapore
Ph.D. in Management Science (Technology and Operations Management) 2019

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA
S.M. in Mechanical Engineering 2012

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA
S.B. in Mechanical Engineering 2010
S.B. in Management Science 2010

RESEARCH INTERESTS

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

WORKING PAPERS

Cho HS, Sosa M, Hasija S. 2021. Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand. *INSEAD Working Paper No. 2021/07/TOM*
Major revision at *Manufacturing & Service Operations Management*
Available to download: [INSEAD Working Paper No. 2021/07/TOM](#)

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

RESEARCH IN PROGRESS

Best in Class: The Effect of Relative Perceived Quality On Demand in the U. S. Automobile Industry

Reducing Bias in Service Evaluations. *With Dawson Kaaua*

Effect of Anthropomorphizing AI Chatbots on Perception of Performance. *With Dawson Kaaua and Anastasia Usova*

Early detection of disruptive social media movements. *With Chaitanya Kaligotla*

Complexity of Global Supply Networks and Analyst Forecast Dispersion. *With James O'Donovan*

INVITED CONFERENCE PRESENTATIONS

Best in Class: The Effect of Relative Perceived Quality On Demand in the U. S. Automobile Industry
INFORMS Annual Meeting. Seattle, WA 2019.

Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand

INFORMS Annual Meeting. Virtual 2020.

INFORMS Annual Meeting. Pheonix, 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?

INFORMS Annual Meeting. Seattle, WA 2019.
 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

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

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

Owen, Vanderbilt University, MBA Program Business Analytics (Elective), Instructor	2020-Present
Owen, Vanderbilt University, MACC Program Data & Analytics in Business (Elective), Instructor	2020-Present
INSEAD, MBA Program Organization 2.0 Tutorials (Elective), Course Instructor	Spring 2019
Organization 2.0 (Elective), Teaching Assistant	Spring 2018
Production and Operations Management Tutorials (Core), Course Instructor	Fall 2015
INSEAD, PhD Program Econometrics Tutorials (Core), Course Instructor	Spring 2016

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Undergraduate Program
2.009 Product Engineering Process (Core), Teaching Assistant

Fall 2010

SERVICE

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

Ad-hoc referee for *Production and Operations Management*

MIT Educational Counselor

2015-present

INDUSTRY EXPERIENCE

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

OttoClave is an innovative, voice enabled 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 to 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. 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 team of 3 interns and over 300 contractors