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EDUCATION

- 1999 **STANFORD UNIVERSITY** **Ph.D.**
Ph.D. in Operations, Information and Technology, Graduate School of Business.
- 1980 **HARVARD UNIVERSITY** **M.B.A.**
Graduate School of Business Administration.
- 1978 **MASSACHUSETTS INSTITUTE of TECHNOLOGY** **S.B.**
Bachelor of Science in Civil Engineering.
- 1975-77 **PRINCETON UNIVERSITY**
Liberal arts, mathematics, science. Transferred to MIT.

ACADEMIC HONORS AND AWARDS

- 2001 Thomas P. Hustad Best Paper Award, *Jour. of Product Innovation Management*.
- 2001 New Product Development Professional (NPDP) certification (PDMA).
- 1997 Winner of Student Paper Competition, PICMET '97 Conference.
- 1995-98 National Predoctoral Fellowship, National Research Council, Dept. of Energy.
- 1996 INFORMS Doctoral Colloquium fellow.
- 1993-97 Future Professor of Manufacturing Fellowship, Sloan Foundation grant.
- 1993-95 Jaedicke Fellowship for scholarly performance, Stanford Business School.
- 1993 AACSB National Doctoral Fellowship, fifteen selected nationally of four hundred.
- 1978 Tau Beta Pi and Chi Epsilon honor societies at MIT, top 5% of class.
- 1977 Winner, MIT design competition, building of precise load-bearing capacity.

TEACHING

- 2002 **MIT SLOAN SCHOOL**
15.972 ISSUES IN MARKETING.
Taught short course, Winter 2002. Evals. 5.0/5.0 median (4.9 mean)
- 2001 15.828 NEW PRODUCT DEVELOPMENT.
Spring, Fall 2001 semesters. Fall 2001 Evals.: 5.0/5.0 median (4.6 mean)
World of Wireless – Mobile Information Technology project
- 15.831 MARKETING HIGH TECHNOLOGY PRODUCTS.
Spring, Fall 2001 semesters. Fall 2001 Evals.: 5.0/5.0 median (4.4 mean)
World of Wireless – Mobile Information Technology project
- 15.960 MARKETING ISSUES IN WINTER RESORT MANAGEMENT.
Taught short course, Winter 2001. Evals. 5.0/5.0 median (4.8 mean)
- 2000 MIT Sloan Executive Education Session on New Product Development.
MIT Sloan Executive Education Session on Technology and Innovation.
15.960 MARKETING ISSUES IN WINTER RESORT MANAGEMENT.
Developed and taught short course, Winter 2000. Evaluation 5.0/5.0

TEACHING (*continued*)

- 1999 **MIT SLOAN SCHOOL**
15.828 NEW PRODUCT DEVELOPMENT.
Developed and taught course, Spring 1999 and Fall 1999 semesters.
Fall 1999 Evaluation: 4.6/5.0 mean
- 15.831 MARKETING HIGH TECHNOLOGY PRODUCTS.
Developed and taught course, Spring 1999 and Fall 1999 semesters.
Fall 1999 Evaluation: 4.2/5.0 mean
- MIT Sloan Executive Education Session on New Product Development.
- 1998-99 Participated in teaching seminars at Harvard Business School and MIT Sloan.
- 1995-1997 **STANFORD UNIVERSITY**
I309 INTEGRATED DESIGN FOR MARKETING & MANUFACTURABILITY.
Invited lectures in 1995-1997 on structured methodologies in design.
1995-96 *Teaching Assistant* selected by Prof. V. Seenu Srinivasan
- 1996-1997 **SANTA CLARA UNIVERSITY**
DISC 358 INTEGRATING PRODUCT DESIGN AND MANUFACTURING.
Winter 1997 evaluation: 4.7/5.0 Course, 4.7/5.0 Instructor.
Winter 1996 (co-taught): 4.4/5.0 Course, 4.5/5.0 Instructors.

PROFESSIONAL EXPERIENCE

- 1984-93 **ENTRE' COMPUTER CENTER**, Baltimore and Owings Mills, Maryland
President and Founder. Computer networking firm. Decade of 16%
growth. National awards for operations and marketing.
- 1983-84 **NEC INFORMATION SYSTEMS**, Lexington, Massachusetts
National Product Manager. Managed product marketing of the PC line,
doubled sales. Liaison with headquarters in Japan.
- 1981-83 **W. R. GRACE & COMPANY**, Cambridge, Massachusetts
National Product Manager. Managed the sales growth of POLYCEL™.
Presented plans to the division president & to regional managers.
- 1980-81 **CADDIE HOMES, INC.**, Bel Air, Maryland
Vice President. Designed, sold and built custom homes. Supervised
construction in the field. Trained new salespeople.
- 1979 **COMBUSTION ENGINEERING**, Bloomfield, New Jersey, *Analyst*.

PUBLICATIONS AND WORKING PAPERS

“Reducing Market Risk for New Consumer Durables through Visual Depictions of Product Concepts,” with V. Seenu Srinivasan, March, 2000 issue of the *Journal of Product Innovation Management*. (Best paper award)

“An Extreme Value Model of Concept Testing,” with Haim Mendelson, Jan. 2001 issue of *Management Science*. (Best student paper PICMET)

“The Virtual Customer,” with John R. Hauser, forthcoming in the *Journal of Product Innovation Management*.

“Product Management: New Product Development and Launching,” with John R. Hauser, forthcoming in the *Handbook of Marketing*, Barton Weitz and Robin Wensley, editors.

“The Profit Saddle: Do Unit Cost Reductions Yield Increasing or Diminishing Returns?,” with V. Seenu Srinivasan, working paper.

“Application and Test of Web-based Adaptive Polyhedral Conjoint Analysis,” with John R. Hauser, Duncan Simester and, Olivier Toubia, working paper.

“Textured and Spackled: Dual Strategies of Make-to-stock and Make-to-order that Integrate Marketing and Operations Perspectives,” with Kyle Cattani and Glen Schmidt, working paper.

“Securities Trading of Concepts (STOC),” with Nicholas Chan, Andrew Lo and Tomaso Poggio, working paper.

“Reducing Technical Uncertainty in Product and Process Development Through Parallel Design of Prototypes,” working paper.

INVITED TALKS AND CONFERENCE PRESENTATIONS

Dec. 12, 2001 “Securities Trading of Attributes,” MIT Center for e-Business Research Seminar, Cambridge, MA.

Nov. 16, 2001 “The Virtual Customer,” Anderson School of Business at UCLA, Los Angeles, CA.

Oct. 13, 2001 “The Virtual Customer,” Product Development Management Association (PDMA) International Research Conference, Santa Clara, CA.

Jun. 25, 2001 “Web-based Market Research and The Virtual Customer,” Advanced Research Techniques Forum (A/R/T Forum), Amelia Island, FL.

INVITED TALKS AND CONFERENCE PRESENTATIONS *(continued)*

- May 16, 2001 “The Virtual Customer: STOC and User Design,” Harvard Business School, Marketing Seminar, Boston, MA.
- May 7, 2001 “The Virtual Customer: STOC and User Design,” MIT Sloan School, Marketing Seminar, Cambridge, MA.
- Feb. 28, 2001 “The Virtual Customer,” MIT Center for Innovation in Product Development annual review, Cambridge, MA.
- Feb. 1, 2001 “Optimal Experimentation and The Virtual Customer,” Columbia University, New York, NY.
- Jan. 17, 2001 “Results of four virtual customer experiments,” MIT Conference for the Center for E-Business Research.
- Nov. 17, 2000 “The Virtual Customer,” Georgetown University, Washington, DC.
- Nov. 16, 2000 “The Virtual Customer,” Wharton School, Philadelphia, PA.
- Jun. 27, 2000 “Live web-based Market research experiments,” MIT Executive Ed. course on Managing New Product Development, Cambridge, MA.
- Jun. 24, 2000 “Communication Conceptualization and Computation in Market Research,” Marketing Science Conference, UCLA, Los Angeles, CA
- Jun. 7, 2000 “Web-based Market Research,” MIT Executive education course on Management of Technology Based Innovation, Cambridge, MA.
- May 8, 2000 “The Impact of Cost Reductions on the Profitability of New Products: Diminishing or Increasing Returns?,” INFORMS, Salt Lake City, UT.
- Apr. 28, 2000 “NPD in the New Economy,” UT Marketing Research camp, Austin, TX.
- Apr. 12, 2000 “The Virtual Customer Project,” National Science Foundation Visit, Cambridge, MA.
- Mar. 20, 2000 “Getting Close to Customers from a Distance,” IIR/PDMA Voice of the Customer Conference, Orlando, FL.
- Mar. 16, 2000 “Parallel and Sequential Prototyping,” Harvard Business School Innovation Workshop, Boston, MA.
- Jan. 6, 2000 “Using the Internet to Get Close to Customers in Order to Design Insanely Great Products,” MIT Spark Forum, Cambridge, MA.
- June 17, 1999 IBM Marketing Managers Conference in Cambridge, MA, presentation on customer interaction via the web.

INVITED TALKS AND CONFERENCE PRESENTATIONS (*continued*)

- June 14, 1999 “Lessons from the MBA classroom,” and “The Lego MindStorms Project,” Stanford University Future Profs. of Manufacturing Seminar.
- May 21, 1999 “The Impact of Cost Reductions on the Profitability of New Products: Diminishing or Increasing Returns,” Marketing Science Conference in Syracuse, New York, (work with V. Seenu Srinivasan).
- May 14, 1999 “Customer Design of New Products,” MIT e-Business Research Seminar.
- May 3, 1999 “A Probabilistic Model of Set-Based Design,” INFORMS Cincinnati, OH.
- April 21, 1999 “Using the Web to Understand Your Customer,” MIT *Innovations in Product Development* conference, Cambridge, MA.
- Mar. 24, 1999 “New Web-Based Market Research Methods for Concept Selection,” IIR/PDMA conference, San Francisco, CA
- Jan. 19, 1999 “Models of Prototyping in New Product Development,” University of Rochester, NY.
- Oct. 25, 1998 “Reducing Market Risk Through Visual Depiction of New Product Concepts,” (work with V. Seenu Srinivasan), INFORMS Seattle, WA.
- Oct. 6, 1998 “Recent findings in Virtual and Rapid Prototyping,” MIT Center for Innovation in Product Development, Cambridge, MA.
- Oct. 4, 1998 “Concept-Testing New Products on the World Wide Web,” PDMA Annual Research Conference, Atlanta, GA.
- Oct. 2, 1998 Department of Energy Research Symposium, Washington DC, research presentation to DoE staff and Integrated Manufacturing Fellows.
- Sept. 25, 1998 “Parallel and Sequential Prototyping in New Product Development,” New England Marketing Consortium, Harvard Business School, MA.

SERVICE

- 2001 *Professional Classroom Standards*, Participant in MIT faculty workshop.
MIT Sloan Strategy Off-site, Participant in goal-setting discussions.
Transition to Faculty Life, Panelist for MIT Faculty orientation.
- 2000 Organized the Fall Semester Weekly Marketing Seminar.
Faculty search interviewer at the AMA conference in Chicago.
Member, MIT Sloan Zannetos Doctoral Thesis Prize Committee.
- 1999-2000 *Faculty reader*, MIT undergraduate admissions applications.
- 1998 *Research supervisor*, UROP research of Stacie Wu.

THESES SUPERVISED

MASTERS THESES at MIT's SLOAN SCHOOL

- Robert Hardy *Development and Testing of an Integrated, Adaptive Virtual Customer Market Research Tool, 2002.*
- Jared Clark *Product Concept Testing and Development Utilizing Internet-Based Visualization and Interaction, 2001.*
- Sandy Corbett *Web-Enabled Customer Design and Configuration as a Method of Informing the New Product Development Process, 2001.*
- Laurie Hart *An Investigation of a Web-based Tool for Concept Testing and Development: A Study of the Securities Trading of Concept (STOC) Research Method, 2001.*
- Sean Newell *Distortion of Fast Clockspeed Product Development: Using Web-based Conjoint Analysis, Clockspeed Analysis and Technology Strategy for an Automotive Telematics System, 2001.*
- Milind Oak *Virtual Customer Driven Product Design Crystallization, 2001.*
- Mike Paskus *Using the Internet to Solicit Customer Design Input in Order to Support Mass Customization through Modular Designs, 2000.*
- C. Van Buiten *Putting Your Customers to Work: The Design of Internet Environments to Facilitate Customer Participation in the Conceptual Design of New Products, 1998.*