

JOHN L. COLLEY, JR.

THE UNIVERSITY OF VIRGINIA

Darden Graduate School of Business Administration
The Almand R. Coleman Professor of Business Administration (since 1978)
Professor of Business Administration (from 1967)

EDUCATION

D.B.A. Quantitative Analysis, University of Southern California, 1964
M.I.A. Industrial Administration, Yale University, 1959
B.S. Industrial Engineering, N.C. State University, 1957

HONORS, HONOR SOCIETIES, AND DISTINCTIONS

Selected to live in the Upper Apartment in Pavilion VIII, East Lawn. The Board of Visitors of the University of Virginia, meeting on February 25, 2011, assigned this honor for a period of five years. Selection of the new resident was based on submitted statements concerning past and ongoing involvement with students while at the University as well as plans for using the Pavilion as a meeting place for students and faculty if selected to live there.

Recipient of the University of Virginia's 2010 Thomas Jefferson Award (Service). This award, sponsored since 1955 by the Robert Earll McConnell Foundation, recognizes excellence in service to the University. The Thomas Jefferson Awards for excellence in service to the University and excellence in scholarship are bestowed annually, each upon one member of the faculty who has exemplified in character, work, and influence the principles and ideals of Thomas Jefferson, and thus has advanced the objectives for which Jefferson founded the University. The Thomas Jefferson Award is the University's highest honor.

Recipient of the Distinguished Alumnus Award from the Edward P. Fitts Department of Industrial and Systems Engineering, College of Engineering, North Carolina State University, October 15, 2009. The citation reads: "In recognition and celebration of your outstanding contributions to the industrial engineering profession, service and support of North Carolina State University, and your meritorious community and public service."

HONORS, HONOR SOCIETIES, AND DISTINCTIONS (continued)

The John L. Colley, Jr. Darden Thomas Jefferson Fellowship was established by the Darden School and the Thomas Jefferson Foundation in 2007. Christopher Richins was named the first recipient in 2007. On June 10th 2008, the Jefferson Scholars Foundation and the Darden School celebrated the creation of the First Darden Jefferson Fellowship named for a member of the Darden School faculty. Over 100 of Mr. Colley's friends and family gathered in the Dome Room of the Rotunda for a black tie dinner. Contributions to the Colley Darden Jefferson Fellowship stood at \$2.95 million at the close of 2007-08. The outpouring of support for the Fellowship will eventually permit the Foundation to support a Colley Fellow in each class at the Darden School.

Recipient of the Frederick S. Morton Leadership Award, the Darden Graduate School of Business Administration, University of Virginia, September 2007.

The Dean's Award for Excellence in Teaching Innovation, Dean Robert Bruner, The Darden Graduate School of Business Administration, May 2007. The Citation reads: "For design, development, delivery, and management of a team for the Readings Courses in Management." This award is given annually to recognize Darden faculty who have made significant innovations in Darden's teaching program. Such innovations have contributed to excellence in the development of student learning and to the advancement of one of Darden's stated objectives.

On April 7, 2006, The University of Virginia Board of Visitors changed the name of the Alumni Research Professorship in Business Administration to the John L. Colley, Jr. Research Professorship in Business Administration. The Chair was made possible by anonymous gifts from a number of graduates of the Darden School. In so doing, the Board commended Mr. Colley for his years of devoted and exemplary service to the Darden School and to the University.

Recipient of the Frederick S. Morton Leadership Award, the Darden Graduate School of Business Administration, University of Virginia, September 2005.

"Guest Coach" of the University of Virginia football team for its game with the University of Maryland, November 6, 2004. As guest coach, attended practice on Friday, team meetings, and team meals, including the pre-game meal; was in the locker room before the game and at half time; and gained a new respect for the professionalism of the coaches and the commitment of the players. And Virginia won the game.

At a celebration marking its 100th anniversary, The University of Virginia's Raven society announced the naming of the Raven Scholarships for the Darden School in honor of John L. Colley, Jr., Almand R. Coleman Professor of Business Administration, and his wife, Tommie Lancaster Colley. Raven Society President Cameron Howell made the following remarks at the March 20, 2004 gathering: "For 37 years, John Colley has influenced the lives of thousands of students at the Darden School. His commitment to teaching and academic excellence, as well as to the student body, has been a driving force in the development of outstanding leaders."

HONORS, HONOR SOCIETIES, AND DISTINCTIONS (continued)

In 2003, a group of friends and former students of Professor John L. Colley, Jr., established The John Colley Award through an endowment in his name to recognize the outreach, warmth, and encouragement of students that have characterized his career. The Colley Award is given annually to a member of the faculty of the Darden School who has contributed significantly to creating such an environment, serving as an exemplar of best practice and Darden's ideals. This award seeks to encourage future generations of Darden faculty to perpetuate these ideals. The John Colley Award is part of the Mead Endowment Program, created in honor of University of Virginia Professor Emeritus Ernest ("Boots") Mead to celebrate and perpetuate the University's unique tradition of close faculty interactions with students. The award recognizes that a rich social environment outside the curriculum is an important and valuable component of an excellent educational experience.

Elected Class Marshal for Graduation by seven Darden School Classes in five different decades (1969, 1977, 1984, 1985, 1995, 1999, and 2001)

The 2000-2001 recipient of the Outstanding Faculty Award, Darden School Students' Association, the Darden Graduate School of Business Administration, University of Virginia.

Recipient of the Frederick S. Morton Leadership Award, the Darden Graduate School of Business Administration, University of Virginia, September 2000.

The 1999 recipient of the IMP Society Distinguished Faculty Award, the IMP Society, University of Virginia, February, 1999. "The fact that you have been selected as Darden Class Marshall five times in four decades speaks to your long term commitment to your students' pursuit of understanding. Your service to the Raven Society, Honor Committee, and Athletic Department demonstrates your desire to touch the lives of students throughout Grounds. Finally, the enthusiasm you have shown in the continual creation of new classes and your willingness to help any student advance their personal learning has set a new standard of excellence."

Guest of Honor at the Eighth Annual Monticello Dinner hosted by the Seven Society in the Dome Room of the Rotunda, October 25, 1998.

The Raven Award, The Raven Society, University of Virginia, April, 1998. "In the nomination of faculty, distinction in several of the following broad fields of service shall be deemed necessary: teaching, scholarly or creative activities, administration, and contribution to student life and interests. Faculty nominees shall have been full-time employees for a total of no fewer than ten years."

HONORS, HONOR SOCIETIES, AND DISTINCTIONS (continued)

The 1997 Friend of the Students award from the second year class of the Darden School. “The *Friend of the Students* award recognizes the outstanding and positive impact you have had on the student body. I would like to share some of the comments from the nominations made on your behalf”: “*His concern for our education shines through in every class and sets him above others.*” and “*He innovates on our behalf...the Reading Seminars and Corporate and Divisional Strategy are just the latest in his career of student focused education.*”

Citation from the P.U.M.P.K.I.N. Society, dated 31 October, 1997, which reads: “Each Year the P.U.M.P.K.I.N. Society Recognizes Individuals Who Enrich The University Community Through Their Silent and Selfless Achievements. As Thomas Jefferson Wished for the University, Its Members should be “Honest and Dutiful to Society.”

Citation from the National Business Aircraft Association at its annual meeting in Orlando, FL on November 21st, 1996 recognized contributions to corporate aviation through design of the Darden executive program; Managing the Corporate Aviation Function. This custom-developed program has been offered 11 times during the past 11 years to some 400 participants.

Distinguished Faculty Award, The Z Society, University of Virginia, April, 1996. “The award recognized Colley’s many contributions in teaching, including his curriculum innovation and devotion to all students. The award is not an annual award, rather, it is only presented when merited. Colley became only the fourth UVA professor to receive this award and is the first recipient from the Darden School.”

On June 9, 1995, The University of Virginia Board of Visitors established the Alumni Research Professorship in Business Administration. The Chair was made possible by an anonymous gift from a graduate of the school. It will be renamed the John L. Colley, Jr. Research Professorship upon Mr. Colley’s retirement.

Distinguished Professor Award, University of Virginia Alumni Association, April, 1987. “In recognition of the leadership he has assumed in the academic community and for his concern in preserving the traditions of the University of Virginia.” The award honors outstanding teachers who show a special concern for students.

Letter from the Seven Society, University of Virginia, in recognition of contributions to students, scholarship, teaching, and the University, April, 1987.

University of Virginia, The Raven Society (since 1979); Member, Raven Council (1993-1999), one of 3 faculty members, university-wide, of this oversight/advisory body for the Raven Society.

HONORS, HONOR SOCIETIES, AND DISTINCTIONS (continued)

Sesquicentennial Associate of the Center for Advanced Studies, University of Virginia, (1974-75).

University of Virginia: Omicron Delta Kappa (Leadership)

University of Southern California: Beta Gamma Sigma (Business); Phi Kappa Phi (all University)

Yale University: Sigma Xi (Scientific Research)

N.C. State University: Phi Eta Sigma (Freshman); Alpha Pi Mu (Industrial Engineering); Tau Beta Pi (Engineering)

Who's Who in America (since 1969); Who's Who in the World (since 1970)

American Men and Women of Science (Social and Behavioral Sciences)

Who's Who in Science and Engineering (since 1999)

PUBLICATIONS

Author or co-author of 15 books (including 1 booklet), more than 332 case studies and teaching notes, and more than 50 instructional notes and other materials on a variety of subjects in varied managerial settings.

BOOKS PUBLISHED

Principles of General Management, John L. Colley, Jr., Jacqueline L. Doyle, Robert D. Hardie, George W. Logan and Wallace Stettinius; (Hardcover Edition), Yale Press, New Haven & London, 2007, 465 pages.

How to Plan and Execute Strategy, John L. Colley, Jr., Jacqueline L. Doyle, D. Robley Wood, Jr., and Wallace Stettinius; (Hardcover Edition), McGraw-Hill Companies, New York, NY, 2007, 112 pages.

How to Plan and Execute Strategy, John L. Colley, Jr., Jacqueline L. Doyle, D. Robley Wood, Jr., and Wallace Stettinius; translated into Indonesian, McGraw-Hill Companies and P.T.Media Global Edukasi, Jakarta, Indonesia, 2006, 108 pages.

BOOKS PUBLISHED (continued)

How to Plan and Execute Strategy: 24 Steps to Implement Any Corporate Strategy Successfully, Wallace Stettinius, D. Robley Wood, Jr., Jacqueline L. Doyle, and John L. Colley, Jr.; McGraw-Hill, New York, 2005 (50 pages).

What Is Corporate Governance?, John L. Colley, Jr., Jacqueline L. Doyle, George W. Logan, and Wallace Stettinius; McGraw-Hill, New York, 2005 (102 pages). Published in both Long Form and Short Form (Mandarin) Chinese and in English in India, 2006 (180 pages).

Corporate Governance, John L. Colley, Jr. Jacqueline L. Doyle, George W. Logan, and Wallace Stettinius; McGraw-Hill, New York, June, 2003 (250 pages). Translated into Long Form Chinese (Taiwan), Short Form Chinese (Mandarin), an English version in India, and coming soon in Japanese, Polish, and Russian. McGraw-Hill paired this book with its best-selling Finance book, authored by Brealey and Myers which reached more than 38,000 students in more than 400 schools. The regular sales of the book have passed 40,000 copies worldwide. The authors were invited to participate in a panel discussion on Corporate Governance at a United Nations Conference on corporate governance in Geneva Switzerland in February 2005 including 55 countries representing 70% of the world's GDP. George Logan represented us at the conference and has been invited to join the UN commission's permanent panel.

Corporate Strategy, John L. Colley, Jr., Jacqueline L. Doyle, and Robert D. Hardie, McGraw-Hill, New York, 2002 (255 pages). Published in Long Form Chinese and Short Form Chinese, an English version in India, and Russian.

Case Studies in Service Operations, John L. Colley, Jr.; Duxbury Press/Wadsworth Publishing Company, Belmont, California, 1996. (53 case studies, 567 pages; instructor manual, 385 pages).

Studies in Business Aviation Management, John L. Colley, Jr.; National Business Aircraft Association, Washington, D.C., 1986 (5 Chapters, 229 pages). Project Director of a three-year study for the National Business Aircraft Association that produced the book, a set of case studies, 2 computer programs, and other instructional manuals related to the economics and management of corporate aircraft.

Corporate and Divisional Planning, John L. Colley, Jr.; Reston Publishing Co., Inc., Reston, Virginia, 1984. (7 Chapters, 27 case studies, 450 pages).

Operations Planning & Control, John L. Colley, Jr., Robert D. Landel, Robert R. Fair; Holden-Day, Inc., San Francisco, 1978. (10 Chapters, 303 pages).

Production-Operations-Planning & Control: Text and Cases, John L. Colley, Jr., Robert D. Landel, Robert R. Fair; Holden-Day, Inc., San Francisco, 1977. (10 Chapters, 28 case studies, 855 pages).

BOOKS PUBLISHED (continued)

Review and Evaluation of the National Emergency Health Preparedness Program, (co-author),
Research Triangle Institute, Research Triangle Park, North Carolina, Contract Number
PH-86-65-46, November 1, 1996.

Dissertation: Computer Oriented Business Systems, University of Southern California, July, 1964.
Published by the Hughes Aircraft Company, 1964.

OTHER PUBLICATIONS

“Oakland A’s (A),” UVA-QA-0282, a case study included in Quantitative Business Analysis Casebook, Samuel E. Bodily, Robert L. Carraway, Sherwood C. Frey, Jr., and Phillip E. Pfeiffer; Irwin, Homewood, Illinois, 1996.

“Reading Seminars in Management,” course syllabus included in Business Administration Reading Lists and Course Outlines, Volume 19, compiled by Richard Schwinst, Simon Fraser University, End River Press, 1995.

“Palmetto Shipping & Stevedoring Company, Inc.,” UVA-OM-652, a case study included in Case Studies in Finance, Robert F. Bruner; Irwin, Homewood, Illinois, 1990. Also included as the “Sumter Corporation” in Financial Management, Text and Cases, second edition, George C. Philippatas and William W. Sihler; Allyn & Bacon, Boston, Massachusetts, 1991.

“Data Services,” UVA-OM-0582, a case study included in Cases in Management Accounting and Control Systems, William Rotch, Brandt R. Allen and C. Ray Smith; Prentice Hall, Englewood JLC Cliffs, New Jersey, 1990.

“A Simple Heuristic Method for Lot-Sizing in a Time-Phased Reorder System,” Production and Inventory Management, 1st Quarter, 1982, John L. Colley, Jr., and James R. Freeland.

“An Approach to the Aggregate Planning Problem Based on the Manpower Decision Framework,”
The Fourth International Conference on Production Research, Tokyo, Japan, August, 1977.

“A Daily System for Balancing and Sequencing a Mixed-Model Assembly Line,”
Proceedings of the Fifth International Conference on Operational Research, Venice, Italy, June, 1969.

“Implementing a Job Shop Scheduling System,” The Systems and Procedures Association Journal, July-August, 1968.

OTHER PUBLICATIONS (continued)

“A Simulation Study of Saturated Medical Systems,” (co-author), Proceedings of the Eighteenth Annual Conference and Convention of the American Institute of Industrial Engineers, Toronto, Canada, May 25-27, 1967.

“Load Forecasting, Priority Sequencing and Simulation in a Job Shop Control System” (co-author), Management Science, October, 1966; Presented at the International Meeting of the Institute of Management Sciences and the Econometric Society, Warsaw, Poland, September, 1966; included as Chapter 11 in Readings in Production and Operations Management, edited by Elwood S. Buffa, John Wiley and Sons, New York, 1966; adapted as a Case Study, Hughes Aircraft Company B, Harvard Business School, 1966. Included in Chapter 12 of Modern Production Management: Managing the Operations Function, fifth edition, by Elwood S. Buffa, John Wiley and Sons, Inc., 1977. Most recently included in Chapters 13 and 14 of the first, second, third and fourth editions of Operations Management, Roger G. Schroeder; McGraw-Hill, Inc., New York, NY, 1981, 1985, 1989, 1993.

An Outline of Indicators of Economic Strength with Comments and Examples, (co-author), Research Triangle Institute, Research Triangle Park, North Carolina, Contract Number DA-18-020-ENG-673, June 30, 1966.

“Simulation as an Integral Part of Production System,” Production Scheduling and Control: Proceedings of Joint Air Force-Rand Symposium, Rand Corporation, Santa Monica, California, December 1-3, 1965.

“Some Truncated Life Test Procedures,” (co-author), presented at the Sixth Annual Western Electric Test Engineering Conference, Hawthorne Works, Chicago, Illinois, October, 1961. Also published as “Truncated Life Test Procedures,” The Western Electric Engineer, April, 1962.

Contributed as a graduate student to Economic Analysis for Business Decisions, Alan S. Manne, McGraw-Hill Book Company, New York, NY, 1961. (prepared Solutions Manual).

PROFESSIONAL EXPERIENCE

- Since 1998 Director, Avid Medical Corporation
- 1996-2007 Director, AMF Bakery Holdings
- 1993 Substitute trustee for an ESOP company
- 1991 Sole trustee responsible for the sale of an ESOP company
- 1989-1992 Director, Hillcrest Group
- 1981-1997 Director, Blue Cross/Blue Shield of Virginia
- 1985 Chairman of the Board, Blue Cross/Blue Shield of Virginia (later Trigon)
- 1984 Vice Chairman of the Board, Blue Cross/Blue Shield of Virginia
- 1989-1995 Director, MVE Holdings, Inc.

PROFESSIONAL EXPERIENCE (continued)

1983-1984 Director, J.E. Sirrinc Company
1980-1982 Director, Miller Manufacturing Corporation
1970-1980 Director, First Virginia Bank - Central
1969-1992 President, Southeastern Consultants Group, Ltd.,
Charlottesville, Virginia
1965-1967 Research Triangle Institute, Research Triangle Park, N.C.,
Group Leader.
1962-1965 Hughes Aircraft Company, El Segundo, California, Chief of
Operations and Systems Analysis, El Segundo Division
1959-1962 Western Electric Company, Winston-Salem, North Carolina,
Planning Engineer.
1958-1959 Research assistant to Professor Alan S. Manne, The Cowles Foundation for
Economic Research, Yale University, New Haven, CT, while a graduate student.

TEACHING EXPERIENCE PRIOR TO UVA

Adjunct Assistant Professor of Industrial Engineering, N.C. State University (2 years while at
Research Triangle Institute)

Lecturer at the University of Southern California (2 years while at Hughes Aircraft Co.)

Teaching Assistant at N.C. State University, Yale University (2 years)

DARDEN AND UNIVERSITY COMMITTEES

1971-1975 University Research Policy Council
1971-1972 University Patent Policy Committee
1971-1972 Darden School Dean Selection Committee
1975-1980 Selection Committee for the Sesquicentennial Associates Awards;
Chair (1979-1980)
1977-1980 Chair, First Year Committee, Darden School
1991-1995 Provost's Teaching Awards Committee
1991-1993 Darden Committee on Gender Issues
1992-present Selection Committee for the Genovese Fellowship at the Darden School
1993-1994 Darden Committee to Consider Direct Admits (Chair)
1994-1995 University Customer Service/Satisfaction Committee
1995-2003 Darden Research, Course Development & Doctoral Committee
1995-1997 Darden Scholarship Committee
1995-2000 Faculty Advisor, *The Cold Call Chronicle*
1996-2002 University of Virginia Athletics Advisory Council

DARDEN AND UNIVERSITY COMMITTEES (continued)

1997-2000	Graduate Council, Vice Provost for Graduate Studies
1998-1999	Darden Student/Faculty Committee (Chair)
1998-2001	Provost's Teaching Awards Committee
2000-2001	University of Virginia Honor Committee, Speaker for the Honor Committee Training Retreats, Graves Mountain Lodge, March 2000 and 2001.
2006	Selection Committee for the Thomas Jefferson Scholarships (undergraduates)
2006	Selection Committee for the Thomas Jefferson Fellowships at the Darden School

CONSULTING ACTIVITIES

Consultant to more than 20 major U.S. and foreign companies on a variety of general management problems and opportunities.

PROFESSIONAL SOCIETIES

Referee for Journal of Operations Management and for Decision Sciences

Institute for Operations Research and the Management Sciences

Decision Sciences Institute

Director Production Planning and Control Division, American Institute of Industrial Engineers,
1968-1970