

Timothy M. Laseter
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EDUCATION

- 1997-2003 **Darden Graduate School of Business** **Charlottesville, Virginia**
The University of Virginia
Ph.D. in Operations Management conferred May 2003. Completed program in six years while working part-time for five of those years as a partner at what is now Strategy& the strategic advisory unit of PwC. Dissertation, “Operations Strategy & B2B eMarketplaces” completed while serving as an Instructor on the faculty of the Darden School.
- 1982-1984 **Darden Graduate School of Business** **Charlottesville, Virginia**
The University of Virginia
MBA with a concentration in finance and quantitative methods. Recipient of Faculty Award for Academic Excellence.
- 1977-1980 **Georgia Institute of Technology** **Atlanta, Georgia**
B.S. in Industrial Management *Magna Cum Laude*. National Merit Scholar. Beta Gamma Sigma National Honor Society. Financial Executive’s Scholarship Award.

ACADEMIC EXPERIENCE

- 2002-Present **Darden Graduate School of Business** **Charlottesville, Virginia**
The University of Virginia
Professor of Practice
Teach electives in *Operations Strategy, Global Client Projects, Emerging Topics in Technology & Operations, Strategy Consulting, and Digital Operations*. Support select custom programs for Executive Education. Nominated for outstanding faculty award and recognized by the Dean’s office for ranking in the top 10 percent among Darden faculty multiple times. Advisor to the Consulting Club, Darden School of Brew, and Community Consultants of Darden.
- Summer 2013 **Institute for Shipboard Education** **Charlottesville, Virginia**
Faculty Member for Summer 2013 Voyage
Developed two courses—*Operations Management* and *Retail Supply Chains Worldwide*—tailored for the itinerary of Casablanca, Antalya, Iraklion, Kusadasi, Athens, Florence, Rome, Valletta, Marseille, Barcelona, Cadiz, and Lisbon. Evolved new teaching style appropriate to a floating residential college of over 500 undergraduates from over 250 schools across the US and several foreign nations.

- 2009-2011 **Tuck School of Business at Dartmouth** **Hanover, New Hampshire**
Visiting Lecturer
Designed and taught a mini-course on Operations Strategy with a focus on competitive cost analysis and e-business in fulltime MBA program for three consecutive academic years.
- 2010 **Owen School of Business at Vanderbilt** **Nashville, Tennessee**
Adjunct Professor
Taught a fourteen session version of self-designed course on Operations Strategy with a focus on competitive cost analysis and e-business in fulltime MBA program.
- 2009 **India School of Business** **Hyderabad, India**
Visiting Faculty
Designed and taught a one week Executive Education program on Supply Chain Management to functional managers from the India Times.
- 2008 **London Business School** **London, England**
Visiting Assistant Professor
Designed and taught a one week MBA elective on Global Supply Chain Leadership in January 2008 plus multiple class sessions on supply chain management in the core MBA program in May 2008.
- 2008 **Stern School of Business, New York University** **New York, New York**
Visiting Assistant Professor
Taught Operations Strategy elective from February to May 2008 for fulltime and executive MBAs.
- 2008 **Goizueta Business School, Emory University** **Atlanta, Georgia**
Adjunct Assistant Professor
Developed and taught Supply Chain Management elective from January to April 2008 for fulltime and executive MBAs.
- 2007 **IESE Business School, Universidad de Navarra** **Barcelona, Spain**
Visiting Assistant Professor
Invited to Barcelona for five weeks to teach two MBA elective courses. Taught Operations Strategy using many personally-authored cases, technical notes and articles. Also developed a new course on Strategic Product Creation leveraging my recently published book by the same title.

BUSINESS EXPERIENCE

- 2019-Present **Laseter Holdings, LLC** **Charlottesville, Virginia**
Managing Director
Formed Limited Liability Company in 2019 to support part-time consulting and investing activities. Providing executive training, workshops, and facilitation services as well as serving as senior thought-leader for on larger engagements for retailers and consumer packaged goods companies in partnership with leading strategy consulting firms.

- 2014-2019 **PwC/Strategy&** **Arlington, Virginia**
Managing Director
Rejoined the incarnation of former firm, Booz Allen & Hamilton, now Strategy&, a part of PricewaterhouseCoopers. Served clients in the Retail and Consumer Packaged Goods industries on a part-time basis with a focus on the operational challenges of online retailing and managing the supply chain for five years before transitioning to a more flexible, less time-consuming working model.
- 2008-2016 **RelayFoods** **Charlottesville, Virginia**
Senior Advisor/Board Member
Served on initial advisory board for this online grocer with a unique business model. Starting in May 2010 accepted temporary, part-time role as Senior Vice President of Strategy to drive key growth decisions. Later served as advisor to and eventually member of the Board of Directors until company acquired.
- 2004-2014 **Censeo Consulting** **Washington DC**
Senior Client Advisor
Served as a Senior Advisor to the CEO/founder of this boutique consulting firm founded in 2003. From October 2008 to February 2011, served in part-time role as acting Chief Operating Officer to help scale the business processes as the firm moved through a major growth phase. Starting in 2011 led efforts to expand the firm's commercial business.
- 2002-2014 **Zolab Consulting, LLC** **Ivy, Virginia**
Principal
Providing consulting services to major corporations and smaller start-ups in areas such as operations strategy, supply chain management and purchasing on a part-time basis while devoting the bulk of my time to teaching at the Darden School and other top business schools.
- 1995-2002 **Booz Allen Hamilton*** **New York, New York and McLean, Virginia**
Vice President, Operations Management Practice
Served as an advisor to senior executives in a variety of industries by addressing a wide range of issues including overall business strategy, organization, supply chain management, sourcing and related topics of operations strategy. (*Note: Partner in the commercial business that became Booz & Company and then Strategy& as part of PwC*)
- 1988-1995 **Booz Allen Hamilton** **Cleveland, Ohio and London, England**
Associate, Senior Associate and Principal, Operations Management Practice
Joined as an associate in the firm's Cleveland office and advanced rapidly by leveraging prior experience in manufacturing, quality and supply chain management. Transferred temporarily to the London office as investment in personal development before returning to Cleveland. Founded the firm's global network of sourcing practitioners and ultimately became an expert—recognized internally as well as externally—in strategic sourcing.

- 1984-1987 **Siecor Corporation** **Hickory, North Carolina**
Business Analyst, Production Supervisor and Quality Assurance Supervisor
Joined Siecor—at the time, a fiber optics joint venture between Siemens and Corning—upon graduation from Darden. As a Business Analyst in the Operations Controller’s group prepared monthly financial reports, appropriation requests and special project analyses. Took a lateral move to become a night shift supervisor in the largest plant and initiated a set-up time reduction effort and participated in a Materials Requirement Planning (MRP) implementation program. Next took responsibility for Quality Assurance department and worked with Purchasing manager to create a supplier quality program. Also initiated broad training in statistical tools for Quality Assurance and Production Engineers.
- 1981-1982 **McLean Group** **McLean, Virginia**
Consultant
Worked as consultant in banking operations for this two-partner firm. Focused on improvement of wholesale check processing to enhance float management at a global bank based in New York City.
- 1980-1981 **Arthur Andersen** **Atlanta, Georgia**
Consultant
In Management Information Consulting Division supporting a Materials Requirement Planning (MRP) implementation for a major chemical company by coding online interface to batch order system.

BOOKS AND BOOK CHAPTERS

- Rabinovich, E and T. Laseter (July 2011). Internet Retail Operations: Theory and Practice, Boca Raton, Florida, Taylor & Francis, LLC.
- Eades, K., L. Isabella, T. Laseter, P. Rodriguez, P. Simko and I. Skurnik (May 2010). The Portable MBA, Fifth Edition, Hoboken, New Jersey. John Wiley & Sons, Inc.,
- Kerber, R.L., and T.M. Laseter (2007). Strategic Product Creation. New York, McGraw-Hill.
- Laseter, T., and E. Weiss (2007). "*Structural Supply Chain Collaboration*." Chapter two in peer-reviewed book from Kluwer Publishing entitled Supply Chain Analysis: Information, System, and Optimization edited by T. C. Piaw, W.K. Kee, and C. S. Tang.
- Fombrun, C.J., and M.D. Nevins (2003). The Advice Business: Essential Tools and Models for Management Consulting. Pearson Prentice Hall 2003. Chapter entitled “*Strategic Sourcing*”
- Laseter, T. M. (1998). Balanced Sourcing: Cooperation and Competition in Supplier Relationships. San Francisco, Jossey-Bass Publishers.
- Treat, J.E., et al. (1994). Creating the High Performance International Petroleum Company: Dinosaurs Can Fly. Tulsa, PennWell Publishing Company. Chapter 10, “*Optimizing the Value Chain: Materials and Maintenance Challenges*” with McKenna, M.

PEER-REVIEWED PUBLICATIONS

Lim SFWT., E. Rabinovich, D. Rogers, and T. Laseter, (November 2016). "*Last-Mile Supply Network Distribution in Omnichannel Retailing: A Configuration-Based Typology*" Foundation and Trends in Technology, Information and Operations Management (10;1) 1-87

Rabinovich E, T. Laseter, T., and R. Sinha, (May 2011). "*Unlimited Shelf Space in Internet Supply Chains: Treasure Trove or Wasteland?*". Journal of Operations Management (29:4) 305-317

Rosenzweig E., T. Laseter, and A. Roth, (January 2011) "*Through the Service Operations Looking Glass: Influence of Industrial Sector, Ownership, and Service Offerings on B2B e-Marketplace Failures*". Journal of Operations Management (29:1-2) 33-48.

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Mollenkopf, D., E. Rabinovich, T. Laseter, and K. Boyer, (Spring 2007) "*Managing Internet Product Returns: A Focus on Effective Service Management*", Decision Sciences(38:2).

Cross, R., T. Laseter, A. Parker and G. Velasquez, (Fall 2006) "*Using Social Network Analysis to Improve Communities of Practice*" California Management Review (49:1) 32-60.

Laseter, T., and S. Bodily. (2004) "*Strategic Indicators for B2B e-Marketplace Financial Performance*" Electronic Markets(14:4) 322-332.

Laseter, T.M., and K. Ramdas (May 2002). "*Product Types and Supplier Roles in Product Development: An Exploratory Analysis.*" IEE Transactions on Engineering Management(49:2) 107-118.

PRACTITIONER PUBLICATIONS

Laseter, T., (Summer 2020). "*How to Win in Online Grocery*" (April), "*Competitive Dynamics That Shape Consumer Preferences*" (September), "*Did the Pandemic Change Everything*" (October), Takeoff Technologies.

Laseter, T., A. Tipping, and F. Duiven (Autumn 2018). "*The Rise of the Last-Mile Exchange*" strategy+business(92).

Laseter, T., S. Lauster, and N. Hodson (July 2017). "*A Strategist's Guide to the Digital Grocery*" strategy+business (online edition).

Laseter, T., (Spring 2017). "*The Line Between Confidence and Hubris*" strategy+business(86).

Laseter, T., M. Egol, and S. Bauer (Winter 2015). "*Navigating Retail's Last Mile*" strategy+business(81).

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Laseter, T., and J. Hutchinson-Krupat (Winter 2013). "*A Skeptic's Guide to 3D Printing*" [strategy+business\(73\)](#).

Laseter, T., and J. Bennett (Summer 2013). "*Building a Flywheel Business*" [strategy+business\(71\)](#): 28-32.

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Laseter, T., and S. Sarasvathy (Summer 2012). "*Three Games of Strategic Thinking*" [strategy+business\(67\)](#): 25-28.

Laseter, T., and E. Johnson (Winter 2011). "*A Better Way to Battle Malware*" [strategy+business\(65\)](#): 26-30.

Laseter, T., and E. Rabinovich (August - September 2011). "*Evolution of Online Retailing*" [The European Financial Review](#), 62-64

Laseter, T., (Summer 2011). "*Focus and Scale on the Internet*" [strategy+business\(63\)](#): 22-27

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Laseter, T., and R. Cross (Autumn 2006). "*The Craft of Connection*" [strategy+business\(44\)](#): 26-32.

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PUBLISHED PEDAGOGICAL MATERIALS

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Yoxtheimer, A. and T. Laseter (2012), "*Bedrock, Ltd.*", Darden Business Publishing, S-0206.

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- Laseter, T (2012), "*Valeant Pharmaceuticals: A Transformation Story*", Darden Business Publishing, OM-1481.
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- Laseter, T, "*Boxer World*", Darden Business Publishing, OM-TBD.
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PERSONAL

Sixty two years old, married with two children and one grandchild. Son, Josh, is an honors graduate of Georgia Tech, now software developer at Charlottesville hedge fund, QIM married in May 2019. Daughter, Cecilia, an honors graduate of Hamilton College with an MBA from the University of Texas-Austin married in 2017 and new mother as of March 2019. Wife, Jody, is a graduate of the Culinary Institute of America and animal lover. Avid reader of classic fiction, science fiction, business histories, and general science. Active cyclist riding 5,000+ miles per year and former triathlete with first place finishes in *Clydesdale Masters* category. Completed the Paris-Brest-Paris 1200k ride in 2007 in 83.5 hours and the John O'Groats to Land's End trans-UK route in 2014 and a US Transcontinental Ride in 2021. Led the training for a team of kids from the Boys & Girls Club to complete a cycling challenge as part of fundraising event for many years.

REFERENCES: Available upon request