Professor ÖZGÜR ÖZLÜK

EDUCATION

University of North Carolina at Chapel Hill	Ph.D. in Operations Research, 1999
University of North Carolina at Chapel Hill	M.S. in Operations Research, 1997
Bilkent University, Ankara, Turkey	B.S. in Industrial Engineering, 1994

PROFESSIONAL EXPERIENCE

MEF University

Full Professor,	July 2017 – Present
Associate Professor,	July 2016 – July 2017

Verite Analytics

CEO and Founding Partner,	January 2015 – Present

Bogazici University, Faculty of Management

Visiting Professor,	Fall 2015 – Fall 2016

SFSU, College of Business, Department of Decision Sciences

Associate Professor,	Spring 2010 – Spring 2015
Assistant Professor,	Fall 2002 - Spring 2010

GC Aesthetics, Dublin, Ireland

Supply Chain Consultant,	March 2013 – December 2014

Adjunct Posts

- Bahcesehir University — Fall 2014 and Spring 2015
- University of Nice Sophia Antipolis, Business School — Winter 2012 and 2013
- University of Insubria, Department of Economics — Fall 2013
- Sabanci University, School of Management — Summer 2010
- USF, School of Business and Professional Studies — Fall 2009
- Monterey Institute of International Studies, Fisher Graduate School of International Business — Spring 2009

Manugistics, Inc., Mountainview CA (formerly Talus Solutions)

Senior Model Analyst, 2000-2002

Caleb Technologies Inc., Austin TX

O.R. Analyst, 1999

PUBLICATIONS

Afghah. R., Özlük, O. and Ünlüyurt, T. "Capacity Allocation and Pricing Strategies for Cloud Computing Service Providers," *Computers and IE*, in revision Summer 2018

Kucukaydin, H., Selçuk B. and Özlük, O. "Optimal Keyword Bidding in Search-Based Advertising with Budget Constraint and Stochastic Ad Position," *Journal of the Operational Research Society*, in press, Fall 2019.

Clark, A., Cholette, S. and Özlük, O. "Enablement Optimization for UC Procurement Department," *Journal of Public Procurement*, 19 (1), in press, Spring 2019.

Daldal, R., Özlük, Ö., Selçuk, B., Shahmoradi, Z., & Ünlüyurt, T. "Sequential testing in batches,"*Annals of Operations Research*, *253* (1), 97-116, June 2017.

Cholette, S., Özlük, O., Özsen, L. and Ungson, R. U. "Exploring Purchasing Preferences: Local and Ecologically Labeled Foods," *Journal of Consumer Marketing*, 30 (7), 563-572, September 2013.

Selçuk B. and Özlük, O. "Optimal Keyword Bidding in Search-Based Advertising with Target Exposure Levels," *European Journal of Operational Research*, 226 (1), pp. 163-172, April 2013.

Cholette, S., Parlar, M. and Özlük, O. "Optimal Keyword Bidding to Allocate Expenditures Across Keywords with Random Ad Positions," *Journal of Optimization Theory and Applications*, 152 (1), pp. 225-244, January 2012.

Catay, B. Özlük, O. and Unluyurt, T. "An Ant Colony Algorithm for the Sequential Testing Problem under Precedence Constraints," *Expert Systems with Applications*, 38 (12), pp. 14945-14951, Dec 2011.

Clark, A., Cholette, S. and Özlük, O. "UCSF Increases Consumer Value through Optimal Vendor Show Scheduling," *Interfaces*, 41(4), pp. 327-337, July 2011.

Özlük, O., Elimam,. A. and Interaminense E. "Optimum Service Capacity and Demand Management with Price Incentives," *European Journal of Operational Research*, 204 (2), pp. 316-327, July 2010.

Grossman, T. and Özlük, O. "Spreadsheets Grow Up: Spreadsheet Engineering of Large Financial Planning Models," *EuSpRIG 11th Annual Conference Proceeding*, London, UK, July 2010.

Mehrotra, V., Özlük, O. and Saltzman, R. "Intelligent Procedures for Intra-Day Updating of Call Center Agent Schedules," *Production and Operations Management*, 19 (3), pp. 353-367, July 2010.

Grossman, T. and Özlük, O. "A Spreadsheet Scenario Analysis Technique that Integrates with Optimization and Simulation," *INFORMS Transactions on Education*, 10 (1), pp. 18-33, Sep. 2009.

Grossman, T., Özlük, O. and Gustavson, J. "A The Lookup Technique to Replace Nested-If Formulas in Spreadsheet Programming," *EuSpRIG 10th Annual Conference Proceeding*, Paris, France, July 2009.

Grossman, T., Mehrotra, V. and Özlük, O. "Lessons from Mission Critical Spreadsheets," *Communications of the Association for Information Systems* (CAIS), Volume 20, August 2008.

Özlük, O, and Cholette, S. "Allocating Expenditures across Keywords in Search Advertising," *Journal of Revenue and Pricing Management*, 6 (4), pp. 347-356, July 2007.

Grossman, T. and Özlük, O. "A Paradigm for Spreadsheet Engineering Methodology," *EuSpRIG 5th Annual Conference Proceeding*, Klagenfurt, Austria, July 2004.

Grossman, T. and Özlük, O. "Research Strategy and Scoping Survey on Spreadsheet Practices," *EuSpRIG 4th Annual Conference Proceeding*, Dublin, Ireland, July 2003.

Hartmann, M.E. and Özlük, O. "Facets of the p-cycle Polytope," *Discrete Applied Mathematics*, 112 (1), pp. 147-178, Sep 2001.

Hartmann, M.E. and Özlük, O. "Solving the Traveling Circus Problem by Branch & Cut." *Electronic Notes in Discrete Mathematics*, Vol 3, pp. 72-76, 1999.

OTHER CONTRIBUTIONS

Özlük, O., "Şehri Büyük Veri Kurtaracak," Harvard Business Review Turkiye, March 2015

Özlük, O., "Spreadsheets Standards: When is it okay to break the rules?" Podcast in f1f9 Financial Modelling Blog (online at http://www.f1f9academy.com/2012/09/podcast-özgür-özlük-of-the-college-of-business-at-san-francisco-state-university), 2012

Özlük, O., "Search Engine Advertising: An Overview from a Revenue Management Perspective", in Yeoman, I. and McMahon-Beattie, U. (eds.), Revenue Management: A Practical Pricing Perspective, Palgrave Macmillan, London, 2011.

Özlük, O., "Search-based advertising and revenue management", in Yeoman, I. (ed.), Practical Pricing and Revenue Management: Fundamentals and practical applications, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at http://www.hstalks.com/?t=MM0932228-Ozluk), November 2009.

United States Patent 7,133,848, "Dynamic Pricing System", November 2006

PRESENTATIONS

"Veri Analitigi ile Gelecek," Seminar, *Hack'n Break Open Innovation Camp*, September 2018

"Veri Analitigi ile Gelecek," Seminar, *Circle-Up*, July 2018

"Veri Analitigi ile Gelecek," Seminar, *Sahibinden.Com* , June 2018

"Introduction to Linear Regression," Lecture, *R-Ladies Istanbul*, February 2018

"Veri Analitigi ile Gelecek," Seminar, *DETECH IEEE Conference*, February 2018

"The Path to Become a Data Scientist," Seminar, *Microsoft Education Summit*, February 2018

"Data Analytics and Big Data," Seminar, *Isik Fen Lisesi*, December 2017

"Introduction to Exploratory Data Analytics," Seminar, *SQL Saturday hosted by Microsoft*, November 2017

"Data Analytics and Big Data," Seminar, *TINK*, November 2017

"Data Analytics and Big Data," TEDx Talk, *TED Ankara College* , October 2017

"Veri Analitigi ile Gelecek," Seminar, *Circle-Up*, July 2017

"Data Science in Turkey," Seminar, *Conference on Social Impact w/ Data Analytics*, June 2017

"Data Analytics," Seminar, *IEEE İTÜ Teknoloji Konferansı*, May 2017

"Faster Data, Smarter Cities," Seminar, *Bilgi University*, March 2017

"Introduction to Linear Regression," Lecture, *Data Istanbul*, March 2017

"Faster Data, Smarter Cities," Seminar, *IEEE Chapter at MEF University*, January 2017

"Faster Data, Smarter Cities," Seminar, *Sabanci University*, November 2016

"Big Data 101," Seminar, *(BKM) Bankalararası Kart Merkezi*, November 2016

"Sehirlerin Interneti," Keynote Speech, *TTGV Gunleri*, October 2016

"Büyük Veri 101," Seminar, *Webrazzi Online*, October 2016

"Sokaklar Akillaninca," Seminar, *Dijital 2.0 by Gelecekhane*, May 2016

"Faster Data, Smarter Cities," Keynote Speech, *Evam Streaming Analytics Solutions Day*, May 2016

"Big Data and Operations Research," Seminar, *Bogazici University*, October 2015

"Smart Street Vision," International Conference on Managing Intellectual Property in Universities, *Bogazici University*, October 2015

"Büyük Veri: Nereden Nereye," IOTxTR #4, *Koc University*, June 2015

"Big Data and Operations Research," ORCIBS Seminar, *Koc University*, December 2014

"Big Data: An Overview," Seminar, Faculty of Engineering, *Bahcesehir University*, November 2014

"Big Data: What is it?," DC Talks, *Mentora College*, March 2014

"Bringing Spreadsheet Reality into the Business Analytics Classroom," INFORMS Phoenix, October 2012

"Spreadsheet Engineering: Preaching to the Choir," Guest Lecture, f1f9 Inc., New Delhi, India, May 2012

"Search-Based Advertising: A Framework,"
Guest Lecture, Lappeenranta University of Technology, Lappeenranta, Finland, April 2012

"Search-Based Advertising: A Framework,"
Seminar, European School of Management and Technology (ESMT), Berlin, Germany, March 2012

"Optimal Keyword Bidding in Search-Based Advertising with Target Click-Through Rates," ICAOR 2011, Istanbul, Turkey, August 2011

"Optimal Keyword Bidding to Allocate Expenditures Across Keywords: A Stochastic Optimization Analysis," EURO 2010, Lisbon, Portugal, July 2010

"A Framework for Optimizing Bid Prices for Maximal Customer Response to Search Ad," Rotman School of Business, University of Toronto, Toronto, Canada, November 2007

"A Framework for Optimizing Bid Prices for Maximal Customer Response to Search Ad," EURO 2008, Prague, Czech Republic, July 2007

"Intra-Day Updating of Call Center Agent Schedules Based on Variable Arrival Rates,"
INFORMS Pittsburgh, November 2006
POMS-CSO Conference, Carmel, July 2006
INFORMS San Francisco, November 2005

"Critically Important Spreadsheets," INFORMS San Francisco, November 2005

"Scheduling for Optic-Fiber Financial Networks, " INFORMS San Francisco, November 2005

"A Survey of Spreadsheet Practices," INFORMS Denver, October 2004

"Spreadsheets: Are you using your Swiss army knife to its fullest," A. B. Freeman School of Business, Tulane University, October 2004

"An Investigation on Pricing Management," Euro-INFORMS Istanbul, July 2003

"Pricing for Profit vs. Pricing for Revenue," INFORMS San Jose, November 2002

"Facets of the p-cycle polytope," Combinatorial Optimization '98, Brussels, Belgium, April 1998

EXECUTIVE TRAINING

"Buyuk Veri ile Dijital Gelecek," Yeni Nesil Pazarlama ve Iletisim Sertifika Programi, Koc University, June 2018

"Veri Analitigine Giris," Dijital Dönüşüm Mini MBA, Istanbul Sanayi Odasi, March 2018

"Dijitallesen Dunyada Buyuk Veri," ½-Day Seminar at Yapi Kredi HQ, October 2016

"Spreadsheet Analytics," 1 ½ -Day Seminar at SFSU, November 2013

"Understanding Inventory Management Concepts," 2-Day Seminar at GAP Inc., January 2005

"Understanding Supply Chain Management Concepts," 2-Day Seminar at Banana Republic, August 2004

PROFESSIONAL AFFILIATIONS

Associate Editor for INFORMS Transactions of Education

Member of Institute for Operations Research and the Management Sciences (INFORMS)