

## NEKTARIOS ORAIOPOULOS

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### ACADEMIC POSITIONS

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Judge Business School, University of Cambridge 2009- now

Director of the MPhil in Strategy, Marketing & Operations Programme 2018-2022

### EDUCATION

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Georgia Institute of Technology, Atlanta, Georgia Ph.D. in Operations Management	2004-2009
National Technical University of Athens, Athens, Greece Diploma in Electrical and Computer Engineering	1998-2003

### RESEARCH INTERESTS

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Data-driven decision-making processes, R&D Management, Technology Management, Biotechnology, Biopharmaceutical industry

### REFEREED PUBLICATIONS

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1. Markou, P., Kavadias, S. and Oraopoulos, N., 2023. Rival signals and project selection: insights from the drug development process. *Management Science* forthcoming
2. Drakeman, D. L., and N. Oraopoulos. 2020. "The Risk of De-Risking Innovation: Optimal R&D Strategies in Ambiguous Environments." *California Management Review*, 62(3), pp. 42-63
3. Oraopoulos, N. and S. Kavadias. 2020. "Is diversity (un)biased? Project selection decisions in executive committees." *Manufacturing and Service Operations Management*, 22(5), pp.906-924.
4. Agrawal, V. and N. Oraopoulos. 2020. "The role of decision rights in co-development initiatives." *Manufacturing and Service Operations Management*, 22(4), pp.832-849.
5. Neuberger, A., N. Oraopoulos, and D.L. Drakeman. 2019. "Renovation as innovation: is repurposing the future of drug discovery research?" *Drug Discovery Today*, 24(1), p.1.
6. Oraopoulos, N. and W.C.N. Dunlop. 2017. "When science is not enough: a framework towards more customer-focused drug development." *Advances in Therapy*, 34(7): 1572–1583.

7. Neuberger, A., N. Oraopoulos, and D.L. Drakeman. 2017. "Lemons, or squeezed for resources? Information symmetry and asymmetric resources in biotechnology." *Frontiers in Pharmacology*, 8: 338.
8. Schlapp, J., N. Oraopoulos, and V. Mac. 2015. "Resource Allocation Decisions under Imperfect Evaluation and Organizational Dynamics", *Management Science*, 61(9), pp.2139-2159
9. Oraopoulos, N. and S. Kavadias. 2014. "The Path Dependent Nature of R&D Search: Implications For (and from) Competition", *Production and Operations Management*, 23(8), 1450-1461.
10. Oraopoulos, N., M. Ferguson, and L.B. Toktay. 2012. "Relicensing as a Secondary Market Strategy," *Management Science*, 58(5), 1022-1037.

#### PAPERS UNDER REVIEW AND WORKING PAPERS

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11. Jansen M., F. Erhun, N. Oraopoulos, D. Ralph. "Contracting for Continuity in Front-end Service Operations", invited for 2<sup>nd</sup> round submission in *Production and Operations Management*
12. Oraopoulos N. and J. Schlapp. "Incentives for shopping lists: what you should reward may not always be what you need". Working paper
13. Betcheva L., F. Erhun, N. Oraopoulos "The Value of Transparency and Commitment in Pharmaceutical Strategic Partnerships with Contract Research Organizations" Working paper
14. Tuncel, O., N. Oraopoulos, J. Schlapp, N. Taneri "Truth or Funds for your project? Human Behavior under Competition for Resources in R&D" Working paper

#### BOOKS

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Drakeman, D. L., L. N. Drakeman, N. Oraopoulos. 2021. "From Breakthrough to Blockbuster: the Business of Biotechnology", Oxford University Press, <https://www.thebusinessofbiotechnology.com>

#### AWARDS AND HONORS

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- Winner, Best Working Paper Award (for the paper "Project selection and success: insights from the drug development process" (with P. Markou and S. Kavadias), INFORMS TIMES, 2018
- 2nd Prize, POMS PITM College Best Student Paper (Jochen Schlapp), 2015
- 3rd Prize, Best-Paper-Award Innovation Management, for the paper "Resource allocation decisions under imperfect evaluation and organizational dynamics" (with Jochen Schlapp and Vincent Mak), Strascheg Institute for Innovation & Entrepreneurship (SIIE), EBS Business School, 2015

- Cambridge Judge Business School Teaching Award, 2014
- NSF Travel award to present in the Global Symposium on Sustainable Product Development and Life Cycle Engineering, Rochester Institute of Technology, 2007.
- NATO Fellowship for Doctoral Studies 2006 – 2007.
- Georgia Institute of Technology, Doctoral Fellowship, 2004 – 2009.

#### IN THE MEDIA

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- <https://www.forbesindia.com/article/darden-school-of-business/learning-from-the-competition-how-drug-companies-can-increase-their-rd-effectiveness/65097/1>
- <https://www.fastcompany.com/90498448/how-open-source-medicine-could-prepare-us-for-the-next-pandemic>
- <https://www.cambridgenetwork.co.uk/news/de-risking-drug-innovation-biotech-vs-big-pharma>
- <https://www.pharmavoices.com/article/2020-02-pipeline-pathways/>
- <https://www.businessweekly.co.uk/news/biomedtech/cambridge-study-fda-files-puts-drug-‘repurposing’-perspective>
- [https://www.manufacturingchemist.com/news/article\\_page/Limits\\_of\\_drug\\_repurposing/146243](https://www.manufacturingchemist.com/news/article_page/Limits_of_drug_repurposing/146243)
- <https://themedicinemaker.com/discovery-development/cater-to-the-customer>
- <https://phys.org/news/2016-01-teams.html>

#### TEACHING EXPERIENCE

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##### Executive Education

- Data-Driven Decision-Making, General Management Programme
- Data-Driven Decision-Making, Senior Management Programme
- Evidence-Based Decision Making, 3-day Custom Programme
- Business Analytics: Decision-Making Using Data
- Beyond Innovation: Business Models for Transformative & Competitive Advantage

##### Graduate

- Management Science (MBA; Fall 2012-2021)
- Managing the Innovation Process (MPhil in Technology Policy, Spring 2016)
- Operations Strategy and Technology Management (MPhil in Strategy, Marketing, Operations, Fall 2011-2021)
- Project Management (MPhil in Technology Policy, Spring 2014,2015)
- Quantitative Techniques in Management (MPhil in Management; Fall 2009-2011).

##### Undergraduate

- Quantitative Methods (MST programme; Fall 2009-2011)
- Modelling Risk (Department of Engineering; Fall 2009-2011)
- Project Management (Department of Engineering, Spring 2013-2021)

## CASE STUDIES

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“Sphere Fluidics: Accelerating the Drug Discovery Process”, jointly with R. Goldberg, Cambridge Judge Business School case study, available at <https://www.thecasecentre.org/main/products/view?id=158161>

## PROFESSIONAL ACTIVITIES AND SERVICE

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- Referee for *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *California Management Review*, *Journal of Operations Management*, *IIE Transactions*, *Decision Sciences*, *European Journal of Operational Research*.

### Service in Professional Organizations

- Judge for the 2021 INFORMS TIMES Best Working Paper Competition
- Judge for the 2021 MSOM Student Paper Competition
- Judge for the 2020 MSOM Student Paper Competition
- Judge for the 2019 MSOM Student Paper Competition
- Judge for the 2019 INFORMS TIMES Best Working Paper Competition
- Judge for the 2017 PITM (POMS society) Best Student Paper Competition
- Judge for the MSOM 2016 Student Paper Competition
- Track Chair for the Product Innovation and Technology Management track at POMS conference (May 2013)

### Student Advising

- Lidia Betcheva (co-adviser PhD student, CJBS)
- Marc Jansen (co-adviser, PhD 2017)
- Arthur Neuberger (MSc Thesis Advisor 2014)
- Niyazi Taneri (PhD Internal Examiner/Committee Member, 2013)
- Jochen Schlapp (MSc Thesis Advisor 2010)
- Academic supervisor for various EMBA Individual Project thesis for executives from Cancer Research UK, Horizon Discovery, Regeneron, Roche.
- Academic supervisor for a number of students in the Post Graduate Diploma in Entrepreneurship (PGDE)

### School/University Committees and Activities

- Director of the MPhil in Strategy, Marketing & Operations Programme (summer 2018- current)
- Operations Technology Management area representative in the PhD Programme (summer 2018-current)
- Director of Management Studies, Peterhouse College (2011- current)
- PGDE/MSt Entrepreneurship Examiner (2017-current)
- Group Examiner (for JBS courses taught at CUED) (2016-current)
- Senior Treasurer (faculty representative) for Cambridge University Consulting Society (2009-current)
- Organizing Committee and Judge for Inter-university Consulting Case Competition (2015)

- Organizing Committee for Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference (2015)

#### INVITED SEMINARS AND CONFERENCE PRESENTATIONS

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- Success Rates for Repurposed Drugs
  - Charité Berlin Institute of Health Entrepreneurship Summit 2019, Brandenburg Academy of Sciences and Humanities, Berlin, June 2019
- Incentives for shopping lists: what you should reward may not always be what you need
  - 2nd European Technology & Operations Management Day 2019, LBS, June 2019
- When science is not enough: developing an evidence-based framework for more customer-focused drug development
  - Evidence Europe, London, February 2017
- Truth or Funds for your project? Human Behavior under Competition for Resources in R&D
  - INFORMS 2017, 2018, POMS 2018
- Imperfect Information and Product Variety/ Resource Allocation Decisions under Imperfect Evaluation and Organizational Dynamics
  - INFORMS 2013, 2014, POMS 2013,
- Incomplete Contracts for Collaborative Product Development/ The role of decision rights in co-development initiatives
  - INFORMS 2011, 2013, 2014, 2015, POMS 2012, 2015,
- The effect of Technological Familiarity on Licensing Agreements
  - INFORMS 2011
- Diverse Preferences as a Source of Systematic Project Evaluation Biases
  - INFORMS 2010, 2011, POMS 2011
- The Role of Informational Spillovers on Competitive R&D Search
  - INFORMS 2008, POMS 2008
  - Fundamental of Utility and Risk (FUR) XIII, IESE Business School, Barcelona, Spain, July 2008
  - Atlanta Competitive Advantage Conference (ACAC), Goizueta Business School, Emory University, Atlanta GA, June 2008
- Relicensing as a Secondary Market Strategy
  - INFORMS 2007, POMS 2007, MSOM 2008
  - Global Symposium on Sustainable Product Development and Life Cycle Engineering, Rochester Institute of Technology, Rochester NY, September 2007

#### PROFESSIONAL AFFILIATIONS

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- INFORMS, MSOM, POMS