

Carrie Crystal
Curriculum Vita – April, 2006

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Education *Ph.D., Operations Management* Expected Aug 2007
Georgia Institute of Technology (Georgia Tech) Atlanta, Georgia

M.S. Management (MBA) June 1999
Georgia Institute of Technology (Georgia Tech) Atlanta, Georgia

B.S. Chemical Engineering December 1994
Virginia Polytechnic Institute &SU (Virginia Tech) Blacksburg, Virginia

Dissertation An Empirical Assessment of Revenue Management Factors and Performance

This work includes three distinct aspects of empirical research: theory development, scale development, and statistical testing. I build a theoretical model explaining the major factors influencing a successful revenue management implementation. Next, I develop scales to test that model. Lastly, I test the model with two separate sets of industry data to infer the most important factors influencing a successful revenue management program. All of this work is supported with case studies.

Advisors: Mark Ferguson and Jeff Stratman

Working Papers “A Comparison of Unconstraining Methods to Improve Revenue Management Systems” with M. Ferguson, R. Kapoor, and J. Higbie. Under 2nd review at Production and Operations Management (POMS)

“Harrah’s Cherokee: the killer application of Revenue Management” with R. Metters, M. Ferguson, T. Farley, and L. Harrison

Work in Process “Scale Development of Influencing Factors on Revenue Management Performance” with J. Stratman

“An Empirical Assessment of RM Competence and Performance” with M. Ferguson and J. Stratman

Presentations “Levers driving effective revenue management systems,” DSI Conference, Nov 2005, San Francisco, CA

“Levers driving effective revenue management systems,” POMS Conference, May 2005, Chicago, Illinois

“A Comparison of Unconstraining Methods to Improve Revenue Management Systems,” POMS World Conference, May 2004, Cancun, Mexico

Teaching Experience *College of Management, Georgia Tech*
Instructor
MGT 2251: Management Science (Sophomore level core course)
Fall 2004 Rating: 4.4 / 5.0
Fall 2005 Rating: 4.9 / 5.0

Carrie Crystal

Industry Experience *Siemens Energy and Automation* Corporate headquarters Alpharetta, Georgia
Manufacturing Strategy Analyst, June 2001 - July 2002

- Created an international manufacturing plan to reduce yearly costs by \$61 million with an international manufacturing strategy team
- Created and maintained consistent company-wide monthly manufacturing metrics

World Wide Testing Atlanta, Georgia
Product Manager, June 1999 - February 2001

- Product Manager for company's core software product
- Business Development Analyst

Intel Chandler, Arizona
Supply Chain Intern, Summer 1998

- Created plan to reduce aluminum costs by \$200,000 on chip cooling system

Shell Chemical Parkersburg, West Virginia
Chemical Engineer, February 1995 - August 1997

- Designed and executed capacity study for newly expanded effluent facility
- Test engineer for new product
 - Shop floor responsibility for quality of new product
 - Shop floor responsibility for troubleshooting all process problems

Honors

- 2006 Nominated for university wide CETL/BP teaching award
- 2002-2006 President's Fellowship, Georgia Institute of Technology
- 2002-2007 Georgia Tech College of Management Research Assistantship
- 1999 MBA Student of the Year
- 1998- 1999 VP, Graduate Students in Management
- 1997-1999 Georgia Tech College of Management Research Assistantship