

## **KRISTIN FRIDGEIRSDOTTIR**

London Business School  
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London NW1 4SA, UK  
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Email: kristin@london.edu

### **EDUCATION**

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Ph.D., Management Science and Engineering, Stanford University (2002).  
M.S., Engineering-Economic Systems and Operations Research, Stanford University (1997).  
B.S., Mechanical and Industrial Engineering, University of Iceland (1995).

### **ACADEMIC POSITIONS**

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Adjunct Associate Professor of Management Science and Operations, London Business School (2013 – current).  
Assistant Professor of Management Science and Operations, London Business School (2002 – 2013).

### **NON-EXECUTIVE DIRECTORSHIPS**

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Hagar (2011 – current). Chairman of the board. Public company. Largest retailer in Iceland. Turnover equivalent to £400M, market capitalization equivalent to £260M.  
Tryggingamidstodin (2013 – current). Vice-Chairman of the board. Public company. One of three largest insurance companies in Iceland. Revenue equivalent to £70M, market capitalization equivalent to £90M.  
Distica (2013 – current). The largest pharmaceutical distributor in Iceland.  
Reykjavik University (2009 – current). A member of the board of trustees. Second largest university in Iceland.

### **TEACHING AWARDS**

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MBA 2010 Outstanding Core Course Teaching Awards.  
Junior Faculty Teaching Award, London Business School (2004).

### **EXECUTIVE EDUCATION TEACHING: DECISION MAKING**

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Taught different versions (e.g. strategic, quantitative) in open enrolment and custom programmes at LBS (2013 – current):  
ELP, Mars, Oman Oil, Sanofi, Sberbank, Lufthansa, WEF, Rabobank, Prudential, Loyds, JTI, Telenor.

### **EXECUTIVE EDUCATION TEACHING: DATA ANALYTICS**

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Solon Management Consulting (Munich, 9/15): Two-day module.  
Anacap Financial Partners (London, 10/07): One-day module.

## **DEGREE PROGRAMME TEACHING**

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Data Analytics for Management, a core course in the Executive MBA programme (2002 – current). (Last ratings 4.9/5.0).

Data Analytics for Management, a core course in the full-time MBA programme (2003 – 2010). (Last ratings 4.9/5.0).

Business Statistics, a core course in the Sloan programme (2004 – 2008). (Last ratings 4.8/5.0).

Stochastic Modelling, a PhD course.

## **CONSULTING EXPERIENCE**

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CampaignFlo, London (7/13 – 9/13): Outdoor advertising consulting

Anacap Financial Partners, London (10/07 – 2/07): Risk management consulting.

Investor Dynamic and Factiva, London (1/05 – 7/05): Consulting along with supervision of an MBA 2<sup>nd</sup> year project.

McKinsey & Company, London (6/00 – 8/00).

Various consulting projects, Stanford University (1997 – 2000): Yield management projects for Intel and AMD, a product portfolio management project for LSI Logic.

## **GRANTS**

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Yahoo! Faculty Research and Engagement Program (2011).

Research and Material Development fund, London Business School (2002-2010).

Grant from the Agricultural Bank of Iceland (2001).

Scholarship from the NATO Science Fund (1996).

Scholarship from the Fulbright Institution (1996).

Grant from the National Bank of Iceland (1995).

Grants from two Icelandic memorial funds (1994, 1996).

## **PUBLICATIONS**

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S. Najafi and K. Fridgeirsdottir. 2014. Cost-Per-Click Pricing for Display Advertising. *MSOM* 16(4), p482.

G. Roels and K. Fridgeirsdottir. 2009. Dynamic Revenue Management for Online Display Advertising. *Journal of Revenue and Pricing Management* 8 p452-466.

K. Fridgeirsdottir and S. Chiu. 2005. A Note on Convexity of the Expected Delay Cost in Single Server Queues. *Operations Research* 53(3).

R. Akella, K. Fridgeirsdottir and A. Skumanich. 2002. An Evolving Paradigm for Fab Revenue Optimization. *Proceedings of SPIE International Symposium on Advanced Microelectronic Manufacturing and Nanotechnologies*.

K. Fridgeirsdottir and R. Akella. 1998. Statistical Methodology for Yield Enhancement through Baseline Reduction: Part II, Optimal Sequencing. *Proceedings of the International Symposium on Semiconductor Manufacturing*.

K. Fridgeirsdottir, R. Akella, M. Li, P. McNally and S. Mittal. 1998. Statistical Methodology for Yield Enhancement via Baseline Reduction. *Proceedings of the Advanced Semiconductor Manufacturing Conference*.

## **WORKING PAPERS**

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K. Fridgeirsdottir and S. Najafi. 2015. Cost-Per-Impression Pricing for Display Advertising. Under 3<sup>rd</sup> round of review in *Operations Research*.

K. Fridgeirsdottir and K. Ross. 2015. Cost-Per-Impression and Cost-Per-Action Pricing in Display Advertising with Risk Preferences. Under review in *MSOM*.

V. Araman and K. Fridgeirsdottir. 2015. A Uniform Allocation Mechanism and Cost-per-Impression Pricing for Online Advertising. Under review in *MSOM*.

## **CONFERENCE PRESENTATIONS**

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INFORMS Annual Meeting, San Diego, CA, 2009.

INFORMS Annual Meeting, Washington, DC, 2008.

8<sup>th</sup> Annual Informs Revenue Management and Pricing Section Conference, Montreal, 2008.

INFORMS Annual Meeting, Seattle, WA, 2007.

EuroXXII, the 22<sup>nd</sup> European Conference on Operational Research, Prague, Check Republic, 2007.

7<sup>th</sup> Annual Informs Revenue Management and Pricing Section Conference, Barcelona, 2007.

INFORMS Annual Meeting, Pittsburgh, PA, 2006.

EuroXXI, the 21st European Conference on Operational Research, Reykjavik, Iceland 2006.

5<sup>th</sup> Annual Informs Revenue Management and Pricing Section Conference, Boston, MA, 2005.

INFORMS Annual Meeting, Denver, CO, 2004.

EuroXX, the 20th European Conference on Operational Research, Rhodes, Greece, 2004.

INFORMS Annual Meeting, Atlanta, GA, 2003.

MSOM Annual Meeting, Los Angeles, CA, 2003.

INFORMS Annual Meeting, San Jose, CA, 2002.

INFORMS Annual Meeting, Miami, CA, 2001.

INFORMS Annual Meeting, Salt Lake City, UT, 2000.

The International Symposium on Semiconductor Manufacturing, Tokyo, Japan, 1998.

The Advanced Semiconductor Manufacturing Conference, Boston, MA, 1998.

## **INVITED SEMINARS**

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University of Southern California  
University of Chicago  
Kellogg, Northwestern University  
New York University  
Stanford University  
Cambridge University, UK  
Southampton University, UK  
Cornell University  
University of Arizona  
University of California Berkeley  
University of North Carolina at Chapel Hill  
University of Wisconsin-Madison  
Purdue University  
Texas A&M University

## **SERVICES AND PROFESSIONAL ACTIVITIES**

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Ad-hoc referee for Management Science, Operations Research, Manufacturing and Service Operations Management, Production and Operations Management, Operations Research Letters, Journal of Revenue and Pricing Management, Naval Research Logistics, the European Journal of Operational Research and the Journal of the Operational Research Society.

## **STUDENT PLACEMENTS**

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Sami Najafi, Assistant Professor, University of California Santa Clara, CA  
Sami Najafi, Post-doc, Rotman School of Business, University of Toronto, Canada