MICHELLE KINCH SHELL, CFA

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ACADEMIC APPOINTMENTS

August 2020 - present	**Boston University Questrom School of Business** Visiting Assistant Professor, Operations & Technology Management Teaching assignment: OM 725/726, Operations Management MBA Required Course
July 2020 - present	**Harvard Business School** Visiting Scholar

EDUCATION

Harvard Business School — Boston, MA
Doctor of Business Administration, Technology & Operations Management — May 2020
Dissertation: "Emotion-sourced Variation in Service Operations"
Committee: Frances Frei, Ryan Buell, Alison Wood Brooks

Harvard Business School — Boston, MA
Master of Business Administration — June 2003

Massachusetts Institute of Technology — Cambridge, MA
Bachelor of Science in Management Science — June 1997
Concentrations in Economics, Information Technology and Strategic Marketing

RESEARCH IN PROGRESS

"Mitigating the Negative Effects of Customer Anxiety through Access to Human Contact"
*(Co-authored with Ryan Buell (Harvard Business School) ; **Management Science – Major Revision**)*
Through laboratory and field experiments, this project examines the influence of customer anxiety on service performance in technology-based service encounters and tests the mitigating effects of reintroducing access to human contact to the service design.

"Hidden Costs of Dynamic Pricing: Customer Anxiety"
(Collaborators: Ioannis Stamatopoulos (UT Austin) and Evgeny Kagan (Hopkins) ; Experiments in progress)
Through laboratory experiments, we aim to document how emotional responses to dynamic price environments could account for departures from rationality discussed in prior studies and ultimately affect service relationships.

"Tech-enabled Rapport in Service Encounters"
(Collaborator: Aykut Turkoglu (PhD Student, Boston University) ; Lab experiments in progress)
Partnered with a North American outsourced call center and technology company to conduct field and lab experiments testing the influence of AI-supported service scripts on customer engagement, efficiency and service quality as mediated by impacts to employee engagement.

"Consumer Responses to Time Limits"
(Collaborators: Pnina Feldman (Boston Univesity) and Ella Segev (Ben Gurion) ; Experiments in progress)
Conducting a series of laboratory experiments to understand how the imposition of time limits affects customer choices under varying conditions in discretionary service settings.

RESEARCH AWARDS AND HONORS

INFORMS Behavioral Operations Section, 2019 Best Working Paper Award (First Place)
POMS College of Behavior in Operations, 2019 Jr. Scholar Working Paper Competition (Runner Up)
Harvard Business School, Dissertation Completion Fellowship, 2019

TEACHING EXPERIENCE

Course Instructor: OM 725/726, Creating Value through Operations Management Required Course, Boston University Questrom MBA Program Spring 2021: 2 Sections (Hybrid); 93 students; Ratings 4.16 & 4.35 out of 5 Fall 2021: 1 Section (In-person); 46 students; Rating 4.33 out of 5 Spring 2022: 2 Sections (Remote; In-person): 79 students; Ratings 4.18 & 4.55 out of 5 Spring 2023 (expected): 3 Sections (In-person)	2021-present
Teaching Fellow, HBS CORe Online, Financial Accounting	2020
Guest Lecturer, HBS PRIMO	2019
Instructor, Harvard College, Veritas Financial Group	2018
Sr. Teaching Fellow and Exam Grader, HBS, Technology and Operations Management MBA course	2015
Jr. Teaching Fellow, HBS, Technology and Operations Management MBA course	2014

RESEARCH PRESENTATIONS

Consumer Responses to Time Limits

2022, October (anticipated)	INFORMS Annual Conference. Indianapolis, IN.

Hidden Costs of Dynamic Pricing

2021, April	POMS Annual Meeting. Virtual.

Mitigating the Negative Effects of Customer Anxiety through Access to Human Contact

2022, August	Canvas Strategic Forum. Corporate Client Event. San Diego, CA.
2022, April	Ben-Gurion University. Invited Research Seminar Speaker. Israel.
2022, February	Dartmouth Tuck. Invited Research Seminar Speaker. Hanover, NH.
2021, November	Decision Sciences Institute Annual Conference. Virtual.
2021, October	INFORMS Annual Conference. Anaheim, CA.
2021, October	UNC Kenan-Flagler, Invited Research Seminar Speaker. Chapel Hill, NC.
2021, April	POMS Annual Meeting. Virtual.
2020, April	Filene Research Institute. Boston, MA.
2019, October	INFORMS Annual Conference. Seattle, WA.
2019, October	LivePerson, Inc. Corporate Client Event. Atlanta, GA.
2019, September	Harvard Business Review Webinar.
2019, August	Filene Research Institute, Operations & Business Strategy. Boston, MA.
2019, July	HBS Program for Research in Markets and Organizations. Boston, MA.
2019, July	Behavioral Operations Management Conference. The Netherlands.
2019, May	POMS Annual Meeting. Washington, DC.
2018, November	INFORMS Annual Conference. Phoenix, AZ.
2017, November	Decision Sciences Institute. Washington, DC.
2017, May	POMS Annual Meeting. Seattle, WA.
2016, May	POMS Annual Meeting. Orlando, FL.
2015, May	POMS Annual Meeting. Washington, DC.
2014, July	HBS Program for Research in Markets and Organizations. Boston, MA.

SERVICE ACTIVITIES

Co-chair, Behavioral Operations Management Cluster, INFORMS 2022	2022-present
Co-chair, Research Seminar Committee, Boston University, OTM Department	2020-2022
Ad-Hoc Reviewer: *Management Science, MSOM, POM Journal, Service Science*	Ongoing
Recruiting, Harvard Business School Doctoral Programs (The PhD Project)	2015, 2018

PROFESSIONAL EMPLOYMENT EXPERIENCE

LPL Financial Boston, MA

Senior Vice President, Investor Strategy for LPL Research Jan 2012 – Aug 2012

Developed brand strategy and integrated marketing plan across multimedia platform (including print and electronic publications, social media, events and phone service support) for Investment Research department.

Fidelity Investments Boston, MA

Vice President and Business Line Manager, Financial Solutions Jan 2009 – Jan 2012

Managed R&D activities and investment policy committee for Global Asset Allocation Division with ~$200B assets under management. Responsible for all facets of business management for ~$20M internal consulting business.

Vice President, Asset Management Solutions Mar 2005 – Dec 2008

Manage product development team overseeing the advisory product suite. Key decision-maker on product design, pricing models and marketing materials. Worked with investment teams to design and test new portfolio management strategies.

Director, Customer Marketing and Development Aug 2004 – Mar 2005

Member of team responsible for devising customer acquisition strategies targeting end-clients of institutional stock plan servicing business within Fidelity's Personal Investing business unit. Developed new sales strategy to drive plan sponsor adoption. Designed and tested phone-based service models and incentive programs to improve lead conversion.

Director, Fidelity Funds Product Management May 2003 – Aug 2004

Responsible for retail asset allocation mutual fund products within Fidelity's Personal Investing business unit. Launched 10 new multi-asset class products and repositioned 4 existing products.

Forrester Research Cambridge, MA

Competitive Analyst, Corporate Strategy and Development Jan 2000 - Jan 2001

Responsible for collecting, analyzing, and disseminating all competitive intelligence and market analysis. Worked closely with both sales and research teams globally. Conducted strategic due diligence and engaged in negotiations with global acquisition targets and potential strategic partners. Made geographic market entry recommendations to senior executive management.

State Street Global Advisors Boston, MA

Principal, Strategic Marketing Group Dec 1997 - Dec 1999

Member of launch team for Schoolhouse Capital, LLC, a new subsidiary focused on college savings plans. Major contributor to all aspects of business planning, product design, market entry, and corporate positioning strategies.

OTHER AWARDS AND ACTIVITIES

Current Board memberships: *US Charitable Gift Trust* (Eaton Vance Corporation), Independent Director, Chair of Nominating & Governance committee, member of Audit committee; *Pathstone*, Independent Director; *IndexIQ ETF Trusts*, Fund Director. *Boston Chapter of The Links, Inc.*, Treasurer

2018-2020: Financial Literacy Initiative Alliance Leader, CFA Society Boston
2010-2015: Chairman of the Board, Massachusetts Convention Center Authority (Appointed by Governor Deval Patrick)
2015: Building A Better Boston Award (Center for Collaborative Leadership at UMass Boston)
2012: Pinnacle Award Honoree, Emerging Executive (Greater Boston Chamber of Commerce)
2012: "40 Under 40" Honoree (Boston Business Journal)
2006: CFA Charterholder