

SERKAN S. EREN

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EDUCATION

- 2002-2007 **COLUMBIA BUSINESS SCHOOL** New York, NY
Ph.D., Operations Research
- **GPA:** 3.94/4.00
 - **Thesis topic:** “Pricing and Revenue Management with Limited Market Information”
 - **Computer skills:** C++ and Pascal programming, Matlab, SAS, MS Excel, MS Access
 - **Finance related coursework:** Introduction to Financial Engineering, Capital Markets and Investments (MBA, Audit), Stochastic Algorithms and Monte-Carlo Methods in Finance
 - **Other coursework includes:** Stochastic Processes, Advanced Stochastic Modeling, Linear and Nonlinear Optimization, Dynamic Programming, Advanced Topics in Optimization, Microeconomics, Game Theory
 - **C++ skills:** <2 years experience, academic environment. Also studied and coded the exercises in:
 - “C++ Design Patterns and Derivatives Pricing,” by Mark S. Joshi
 - “Financial Instrument Pricing Using C++,” by Daniel J. Duffy
- 1996-2001 **ORTA DOGU TEKNIK UNIVERSITESI (METU)** Ankara, Turkey
B.Sc., Industrial Engineering
- **GPA:** 3.77/4.00, **GRE:** 800/800 Math, 760/800 Analytical
 - **Coursework includes:** Calculus, Differential Equations, Linear Algebra, Mathematical Modeling, Statistics, Project Management, Managerial Economics, Micro & Macro Economics

EXPERIENCE

- 2001-2002 **FORD MOTOR CO.** Kocaeli, Turkey
Management Trainee
- Introduced use of ‘queuing theory’ in capacity expansion plans, earned approval of executive committee
 - Negotiated manpower requirements of expansion with production managers on behalf of management
 - Coordinated with HR to meet manpower requirements of expansion, fulfilled recruitment goals
 - Managed production reporting for executive committee by coordinating with production managers
 - Supervised preparations for ‘Transit-Connect’ product launch to the European media
- 2000-2001 **ARGON INTERNATIONAL CONSULTANCY** Ankara, Turkey
Part-time Business Analyst
- Interviewed sales and logistics employees in a reengineering project for a power generator producer
 - Simplified sales and logistics processes by 40%, participated in implementation phase
- 1999, 2000 **SUMMER INTERNSHIPS: I-BIMSA IBM TURKEY and MERCEDES-BENZ TURK** Istanbul, Turkey

RESEARCH PAPERS

- 2006 Pricing without Market Information, with C. Maglaras. *Submitted to M&SOM*
- 2006 Product Line Positioning without Market Information, with G. van Ryzin. *Submitted to Operations Research*
- 2006 Revenue Management Heuristics under Limited Market Information: A Maximum Entropy Approach, with C. Maglaras. *Working paper*

HONORS AND AWARDS

- 2002-2007 Columbia Business School Graduate Fellowship covering tuition, plus stipend
- 1996-2001 METU University Undergraduate Fellowship covering tuition, plus stipend
- 1996 Ranked 34th among 1.5 million at the national university entrance examination in Turkey
- 1996 Ranked 1st at graduation from the top-rated high school, Izmir Science High School, in Turkey
- 1995 Member of the team that ranked 1st among 198 teams in a citywide high school science competition

INTERESTS AND ACTIVITIES

- 2003-2004 Business school representative of Graduate Student Advisory Council at Columbia University
Amateur photographer, portfolio at <http://serkaneren.dotphoto.com>
Soccer fan, played in school teams for ten years, regularly follow European Champions League