



Timothy M. Laseter

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SUMMARY

An academic drawing upon extensive consulting experience advising executive teams. Two decades of researching emerging issues in Digital Operations dating back to the early “dot-com” days as a partner in a global strategy consulting firm and as a professor of practice at Darden and other leading business schools. Now exploring the emerging technologies of Web3 including AI and the Metaverse in both business and educational contexts.

Operations & Technology Strategy in Business

- European distribution strategy for leading Internet retailer during dot-com days
- Digital Value Chain Transformation engagements in snacks and beverages
- Crowd-source services model for leading regional grocer
- Provided strategy and BusDev support to last mile delivery technology start-up
- Turnaround strategy for 900,000 square foot, state-of-the-art automated distribution center
- Business strategy for eMarketplace consortia in automotive and appliances
- Due diligence for Boston-based robotic warehouse technology company
- Internet experiments exploration for Chief of Innovation for global tech company

Technology Application in Education

- Recruit evolving set of speakers for Emerging Topics in Technology & Operations course
- Delivering ExecEd modules on data-driven decision-making and Artificial Intelligence
- Designed MBA course on Digital Operations built upon Tech Notes on new technologies
- Created cases on wearable robotics, EV charging networks, and crowd source platforms
- Supported development of new MBA elective course on the Metaverse
- Piloting the use of Oculus headsets in Darden virtual classrooms with Executive Program

EXPERIENCE

2002-Present	Darden Business School, University of Virginia <i>Professor of Practice</i>	Charlottesville, Virginia
2019-Present	Laseter Holdings, LLC <i>Principal</i>	Charlottesville, Virginia
2014-2019	PwC/Strategy& <i>Managing Director</i>	Arlington, Virginia
2008-2016	RelayFoods <i>Senior Advisor/Board Member</i>	Charlottesville, Virginia
2002-2014	Zolab Consulting & Censeo Consulting <i>Principal, Senior Client Advisor, Chief Operating Officer</i>	Ivy, Virginia/Washington DC
2007-2011	Visiting/Adjunct at Various Business Schools <ul style="list-style-type: none"> • <i>Tuck School of Business at Dartmouth</i> • <i>London Business School</i> • <i>Stern School of Business, New York University</i> • <i>Goizueta Business School, Emory University</i> • <i>IESE Business School, Universidad de Navarra</i> 	<i>Hanover, New Hampshire</i> <i>London, England</i> <i>New York, New York</i> <i>Atlanta, Georgia</i> <i>Barcelona, Spain</i>

- 1988-2002 **Booz Allen Hamilton** **Cleveland, London, New York and DC**
Associate to Vice President/Partner, Operations Management Practice
- 1984-1987 **Siecor Corporation** **Hickory, North Carolina**
Business Analyst, Production Supervisor, and Quality Assurance Supervisor
- 1980-1982 **Arthur Anderson/McLean Group** **Atlanta, Georgia/McLean, Virginia**
Consultant

EDUCATION

- 1997-2003 **Darden Business School, University of Virginia** **Charlottesville, Virginia**
 Ph.D. in Operations completed while partner at Booz Allen part-time.
- 1982-1984 **Darden Business School, University of Virginia** **Charlottesville, Virginia**
 MBA and recipient of Faculty Award for Academic Excellence (top 10%).
- 1977-1980 **Georgia Institute of Technology** **Atlanta, Georgia**
 B.S. in Industrial Management *Magna Cum Laude*. National Merit Scholar.

SELECTED PUBLICATIONS

Technical Note: Laseter, T, A. Frazer, and B. Boatwright, (2023), "*Virtual and Augmented Reality in the Real World*", Darden Business Publishing, OM-1783.

Case: Laseter, T and A. Sesia, (2022), "*Rivian Charging Ahead*", Darden Business Publishing, OM-1749.

White Paper Series: Laseter, T (2020). "*How to Win in Online Grocery*" (April), "*Competitive Dynamics That Shape Consumer Preferences*" (September), "*Did the Pandemic Change Everything*" (October), Takeoff Technologies.

Practitioner Article: Laseter, T., (Spring 2017). "*The Line Between Confidence and Hubris*" strategy+business(86).

Practitioner Article: Laseter, T., (Summer 2014). "*Management in the Second Machine Age*" strategy+business(75): 38-42.

Practitioner Article: Laseter, T., and J. Hutchinson-Krupat (Winter 2013). "*A Skeptics Guide to 3D Printing*" strategy+business(77): 28-32.

Practitioner Article: Laseter, T., (Winter 2012). "*University Dilemma*" strategy+business(69): 24-28.

Book: Rabinovich, E and T. Laseter (July 2011). Internet Retail Operations: Theory and Practice, Boca Raton, Florida, Taylor & Francis, LLC.

Academic Journal: Rabinovich E, T. Laseter, T., and R. Sinha, (May 2011). "*Unlimited Shelf Space in Internet Supply Chains: Treasure Trove or Wasteland?*". Journal of Operations Management (29:4) 305-317

Book: Kerber, R.L., and T.M. Laseter (2007). Strategic Product Creation. New York, McGraw-Hill.

Academic Journal: Cross, R., T. Laseter, A. Parker and G. Velasquez, (Fall 2006) "*Using Social Network Analysis to Improve Communities of Practice*" California Management Review (49:1) 32-60.

REFERENCES: Available upon request