

**POM 2012 Martin K. Starr Excellence in  
Production and Operations Management Practice Award  
Gang Yu (于刚)**

The *Martin K. Starr Excellence in Production and Operations Management Practice Award* has been instituted by the Production and Operations Management Society (POMS) to recognize contributions made to the field of Production and Operations Management (POM) by POM practitioners. This award is based on exceptional quality of contributions to the POM field and is presented to an individual who has done an exceptional job in making advances in the practice of POM, promoting the profession, making an impact, and building a linkage between industry and academics. These contributions are not restricted to a single organization and may span time spent at several organizations during the career of the candidate. The cumulative contributions made by the candidate during his/her career are evaluated. It is an international award and is open to all POM practitioners from around the world. It is POMS' most prestigious award to recognize a practitioner and industry leader. The POMS' Board in its annual meeting held on April 28, 2006 in Boston, U.S.A. unanimously approved that the award be named after Dr. Martin K. Starr. The POMS' Board in its deliberations noted that Dr. Starr has contributed to POMS and its activities since its inception and has been a constant source of guidance and inspiration to POMS. Naming this award after him is indeed a great recognition of his services to the POM profession in general and the POM Society in particular.

The first six recipients of the award are: Mr. Edwin Keh (2011), Dr. Krishan Kumar (2010), Ms. Erin J. Wallace (2009), Dr. Dino Petrarolo (2008), Dr. Corey A. Billington (2007) and Mr. Lee Cockerell (2006). All six recipients are the most esteemed members of the POM field. Mr. Edwin Keh served as Chief Operating Officer and Senior Vice President of Wal-Mart Global Procurement. Dr. Krishan Kumar is the Director of Maruti Automotive Center of Excellence, Maruti Suzuki India Limited - the largest automobile manufacturer in South Asia. Ms. Erin J. Wallace serves as Senior Vice President of Operations Integration Line of Business for Walt Disney Parks & Resorts®. Dr. Dino Petrarolo is the Managing Director at Shatterprufe, South Africa's Automotive Glass Manufacturer; and prior to his current position, Dr. Petrarolo served as the Global Head of Manufacturing Development, SABMiller plc, Sandton, South Africa. Dr. Corey Billington is a Professor of Operation Management and Procurement at IMD in Lausanne, Switzerland; and prior to his current position he worked as Senior Vice President for Hewlett Packard (HP). Mr. Lee Cockerell is a consultant, author, and speaker, now retired as the Executive Vice President of Operations for the Walt Disney World® Company.

The committee for the 2012 award unanimously selected, from among a slate of excellent candidates, Dr. Gang Yu to be the recipient of this year's award. Dr. Yu is the co-founder and Chairman of New Height Corporation and The Store Corporation ([www.yihaodian.com](http://www.yihaodian.com)). He is also an Adjunct Professor at Beijing University, Tsinghua University, The Chinese University of Hong Kong, Wuhan University, Shanghai Jiaotong University, etc.

Gang Yu was born and raised in China during the tumultuous Cultural Revolution and he was among the very first group who entered college through the national entrance exam in 1977. He obtained an undergraduate degree from Wuhan University, and then entered the Physics Department at Cornell. Upon receiving his MS from Cornell, he transferred to the Decision Sciences Department at Wharton where he completed his PhD in 1990. He joined the faculty of the McCombs School of Business,



University of Texas in Austin, where he had a distinguished career, publishing about 80 papers and rising to be a chaired professor.

While at the University of Texas, he founded CALEB Technologies, a company that developed a real-time operations control system to help airlines recover from schedule disruptions. This software was adopted by most major airlines in the US, and Dr. Yu received the Edelman prize for his work on this with Continental airlines. In 2002, Dr. Yu sold CALEB to Accenture, took a year off to teach in Executive MBA programs in China, and then joined Amazon.com as VP of Worldwide Supply Chain, where he built an impressive analytics group to develop the next generation supply chain management systems. Dr. Yu later joined Dell to serve as VP of Worldwide Procurement, based in Shanghai and managing an \$18 billion annual sourcing budget.

In 2008, Dr. Yu together with Junling Liu left Dell to found Yihaodian, a B2C e-commerce startup specializing initially in fast moving consumer goods, and later branching into a broad selection of products. Dr. Yu's company Yihaodian.com has been identified to be THE single fastest growing company in all of Asia Pacific according to the latest annual survey by Deloitte. In three years, Yihaodian's revenue has grown 192 times reaching 2.7 Billion RMB in 2011, offering over 180,000 SKUs, with over 6000 employees, 12 warehouses in 5 cities, and delivery stations in 34 cities in China. One of Dr. Yu's nominators summarized Dr. Yu's role as follows: "Dr. Yu as Founder and CEO has lead the effort to solve the last mile in a market that lacks infrastructure, they have successfully tackled multiple system constraints, and they have been able to manage triple digit growth annually without the usual strain and stress of a start-up. Dr. Yu's current work is his ability to apply intellectual rigor to his high growth commercial endeavor. He has in effect made this his enterprise's competitive advantage. By putting to practice academic theory, he has demonstrated the value of robust research and real world applications for quantitative discipline."

Dr. Yu's excellence of work has earned him prominent recognition in transportation, logistics, and manufacturing industry. In addition to the 2002 Franz Edelman Management Science Achievement Award, his recognitions include the 2002 IIE Transaction Award for Best Application Paper and the 2003 Outstanding IIE Publication Award from the Institute of Industrial Engineers, in addition to many other awards.

Dr. Yu now lives in Shanghai with his wife Michelle, his son Ray, and his daughter Kelley.

The committee for this year's award consists of the following:

- Suresh Chand, Louis A. Weil, Jr., Professor of Management, Krannert School of Management, Purdue University, West Lafayette, Indiana, U.S.A. (Committee Chair)
- Sushil Gupta, Professor, College of Business Administration, Florida International University, Miami, Florida, U.S.A. Katariina Kemppainen, Vice President of Master Planning, Nokia, Finland.
- Edwin Keh, Faculty, The Wharton School University of Pennsylvania, Philadelphia, PA, USA.
- Krishan Kumar, Director of Maruti Automotive Center of Excellence, Maruti Suzuki India Limited, Gurgaon, India.
- Martin K. Starr, Emeritus Professor, Crummer Graduate School of Business, Rollins College, Winter Park, Florida, U.S.A, and Emeritus Professor, Columbia University, New York, U.S.A.