

Sunday Plenary Session

Sunday, May 5, 2013, 1:00-2:30 pm - Salon E & F

Dr. Gang Yu (于刚)

**Co-founder and CEO of Yihaodian, and
2012 POMS MKS Practice Excellence Winner**



Dr. Yu is the co-founder and Chairman of Yihaodian (www.yihaodian.com). Founded in 2008, Yihaodian.com is China's fastest growing company – a B2C retailer selling over one million SKUs to consumers online. In addition to winning the first prize for Deloitte Technology Fast500 Asia Pacific in 2011 with 19,200% growth in three years, its success has motivated Walmart to strategically invest in Yihaodian in both 2011 and 2012.

Gang received his BSc from Wuhan University, MS from Cornell, and PhD from the Wharton School. With a stellar research record (90 top academic publications and books), he was promoted to a chaired professor at McCombs School of Business, University of Texas in Austin. Currently, he serves as an Adjunct Professor at Beijing University, Tsinghua University, The Chinese University of Hong Kong, Wuhan University, Shanghai Jiaotong University, etc.

Dr. Yu founded CALEB Technologies, a company that developed a real-time operations control system to help airlines recover from schedule disruptions. After selling CALEB to Accenture in 2002, he joined Amazon.com as VP of Worldwide Supply Chain, and then he joined Dell as VP of Worldwide Procurement. 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.

Dr. Yu's excellence of work has earned him prominent recognition in transportation, logistics, and manufacturing industry. In addition to the **2012 POMS MKS Practice Excellence Award**, he received the 2002 Franz Edelman Management Science Achievement Award. Other 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.