

MICHELLE A. SHELL

P.O. Box 743
Westwood, MA 02090
mshell@bu.edu

EDUCATION

Harvard Business School Doctor of Business Administration, Technology & Operations Management <i>Dissertation: "Emotion-sourced Variation in Service Operations"</i> Committee: Frances Frei, Ryan Buell, Alison Wood Brooks	Boston, MA May 2020
Harvard Business School Master of Business Administration	Boston, MA June 2003
Massachusetts Institute of Technology Bachelor of Science in Management Science Concentrations in Economics, Information Technology and Strategic Marketing	Cambridge, MA June 1997

APPOINTMENTS

August 2020	Boston University Questrom School of Business Visiting Assistant Professor, Operations & Technology Management Teaching assignment: OM 726, Operations Management (MBA Program)
July 2020	Harvard Business School Visiting Scholar

RESEARCH IN PROGRESS

- “Mitigating the Negative Effects of Customer Anxiety through Access to Human Contact”
(*Co-authored with Ryan Buell ; New experiments in process ; Management Science, Reject and Resubmit*)
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”
(*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.
- “Anxiety and Insurance Behavior: Implications for Digital Distribution”
(*Field experiment in progress*)
Partnering with a large North American insurance company to design and test message manipulations that improve the productivity of online insurance sales platforms through customer decision-making effects.
- “Scripted Authenticity in Service Encounters”
(*Field experiment in progress*)
Through field study, we seek to test the influence of AI-generated service scripts on customer participation, measures of efficiency and quality in emotional service settings as mediated by impacts to employee engagement.

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

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

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

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 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

Research Seminar Committee, Boston University, OTM Department	2020
Recruiting, Harvard Business School Doctoral Programs (The PhD Project)	2018
Ad-Hoc Reviewer, Service Science	2016
Recruiting, Harvard Business School Doctoral Programs (The PhD Project)	2015

EMPLOYMENT EXPERIENCE

LPL Financial	Boston, MA
<i>Senior Vice President, Investor Strategy for LPL Research</i>	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
<i>Vice President and Business Line Manager, Financial Solutions</i>	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.	
<i>Vice President, Asset Management Solutions</i>	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.

SELECTED DOCTORAL COURSEWORK

Experimental Methods in Behavioral Research (Francesca Gino, Amy Cuddy, John Beshears, HBS)

Advanced Quantitative Methodologies (Christopher Winship, Harvard Sociology)

Advanced Quantitative Research Methodology (Gary King, Harvard Government)

Topics in Applied Econometrics (Joshua Angrist, MIT Economics)

Empirical Methods in Technology & Operations Management (Ryan Buell & Michael Toffel, HBS)

OTHER AWARDS AND ACTIVITIES

Current Board memberships: US Charitable Gift Trust (Eaton Vance Corporation), Director; WGBH Advisory Council; Boston Medical Center, Philanthropic Trust Board; Beth Israel Deaconess Medical Center Leadership Board

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)

2012: Pinnacle Award Honoree, Emerging Executive (Greater Boston Chamber of Commerce)

2012: "40 Under 40" Honoree (Boston Business Journal)

2015: Building A Better Boston Award (Center for Collaborative Leadership at UMass Boston)

REFERENCES**Frances X. Frei**

Professor
Harvard Business School
Morgan Hall 411
Soldiers Field Road
Boston, MA 02163
617.495.7968
ffrei@hbs.edu

Ryan W. Buell

Associate Professor
Harvard Business School
Morgan Hall 429
Soldiers Field Road
Boston, MA 02163
617.496.6918
rbuell@hbs.edu

Alison Wood Brooks

Associate Professor
Harvard Business School
Baker Library 463
Soldiers Field Road
Boston, MA 02163
617.495.6670
awbrooks@hbs.edu