

Peter OTTO, MBA, Ph.D.

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EDUCATION:

- 1999 - 2002 Ph.D. in Information Science and Systems, at the Nelson A. Rockefeller College of Public Affairs & Policy, State University New York Albany
Dissertation: UNDERSTANDING THE MISBEHAVIOR OF BRAND STRATEGIES: A DYNAMIC MODELING APPROACH
Primary specialization: Information Decision Systems
Secondary specialization: Decision Support Systems for Business Applications
- 2001 - 2002 Studies in System Dynamics at the Massachusetts Institute of Technology, Cambridge
- 1993 - 1995 M.B.A Graduate School of Business Administration Zurich / Switzerland and University at Albany, State University of New York
- 1987 - 1989 Master of Science in Marketing Communication, SAWI, Biel, Switzerland
- 1983 - 1985 BA, Advertising and Communication, SAWI, Biel, Switzerland)

PROFESSIONAL APPOINTMENTS AND EXPERIENCE:

Teaching and Research:

Union Graduate College, School of Management

Associate Professor, Information Systems Management (2008—present)

IESEG School of Management, Lille Catholic University, France

Visiting Professor, Information Systems Management (2008 - present)

Lorange Institute of Business, Zurich, Switzerland

Visiting Faculty MIS/IT, Executive MBA Program (2003 - present)

Massey University, School of Management, New Zealand

International Visiting Research Fellow (July - December 2011)

Cornell University, Department of Applied Economics and Management

Visiting Research Fellow (2003 - 2008)

Dowling College, School of Business, Oakdale, New York

Assistant Professor, Management Information Systems (2002 - 2008)

University at Albany, State University New York, School of Business

Lecturer, Management Science and Information Systems (2000 - 2002)

Centre for Technology in Government of the State New York

Project Manager for IT and e-Government projects (2000 - 2001)

Business Experience:

Intelligence Performance Group Inc., Albany New York

Managing Partner of a business strategy consulting firm, with offices in Zurich, Switzerland, Prague, Czech Republic, and Albany New York (1999 - present)

Ogilvy & Mather

- Managing Director, Ogilvy Healthcare Switzerland (1996 – 1999)
- Member Executive Board, Ogilvy Switzerland
- Strategic New Business Development for O&M Switzerland
- European coordinator Ogilvy Healthcare
- Member of Ogilvy & Mather's European New Business task force

Grendene & Partner

Managing Director and Partner of a Marketing Consulting firm with 25 employees (1995 – 1996)

Ogilvy & Mather

Managing Director O&M Healthcare, member of the Executive Committee (1989 – 1995)
Client Service Director for American Express, Compaq Computers, IBM, Lotus Notes

WMP Marketing and Public Relations

Partner of a marketing and PR agency (1987 – 1989)

TECAN AG

(Manufacturer of high tech equipment for Hospitals, with offices in London, Singapore and USA)
Manager Marketing Services (1985 – 1987)

Pharmaton SA, Lugano

Account Executive/Junior PM, responsible for different projects in the segment of OTC products as well as a range of dental pharmaceuticals (1984 – 1985)

AWARDS:

Team-Teaching Award for MIS/IT EMBA Seminar (April 2007) with Prof. Moez Limayem and Prof. Salvatore Belardo, University Maryland, Smith School of Business. *Awarded by the Graduate School of Business Administration, Zurich*

Best Academic Reader's Article Award (2003) for: The Hard and Soft Approach to Crisis Management: A Dynamic Decision Quality Theory. *Awarded by the University Tubingen, the Joint Committee on Management, Springer-Verlag, and GSBA Zurich*

Best Academic Reader's Article Award (2002): Managing in the New Economy: New Strategies, New Structures, New Leadership Skills. *Awarded by the University Tubingen, the Joint Committee on Management, Springer-Verlag, and GSBA Zurich*

Special Merits Award 1996, Graduate School of Business Administration, Zurich. For research in the field of Business Management and Economics

RESEARCH INTEREST:

- Decision support systems for business applications
- Impact of Information Technology on Organizational Effectiveness
- Group Decision Support Systems
- Computer Simulation of Dynamic Feedback Systems

PUBLICATION/PAPERS:**Journal Articles:**

Forthcoming: "Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the whole system" with Margherita Pagani, Boccioni University, *Journal of Business Research*, Special Issue on Systems Thinking and System Dynamics, 2012.

Otto, P., "Dynamics in Strategic Alliances: A Theory on Interorganizational Learning and Knowledge Development" *International Journal of Information Technologies and the Systems Approach* (IJITSA) Vol. 5(1) pp. 74-86, 2012.

Otto, P., A. Skraba, "Guest editorial Preface; Special Issue on System Dynamics and Other Simulation-Based Approaches for Information Systems" *International Journal of Information Technologies and the Systems Approach* (IJITSA) Vol. 5(1) pp. i-iii, 2012.

Otto, P., "Kollektives Wissen schaffen und nutzen", *Schweizerische Handelszeitung*, Nr. 43: pp. 27. Oktober 2011

Otto, P., W. Siemer, "Learning from cognitive feedback mapping and simulation: A group modeling intervention", *Journal of Systèmes d'Information et Management*, Vol. 14(4): pp.9-30, 2009.

Otto, P. "Limits to growth: A theoretical framework to simulate dynamics in online communities", *Journal of Information Technology Case and Application Research* (JITCAR), Vol. 11(2): pp. 31-50 2009.

Otto, P., S. Belardo, "Dynamics in IS Development: A Multi-Method Experiment to Simulate and Measure the Effects of Changes during the Development Process", *International Journal of Decision Support System Technology* (IJDSS), Vol. 1(2): pp. 1-19, 2009.

Otto, P., M. Simon, "Dynamic Perspectives on Social Characteristics and Sustainability in Online Community Networks" *System Dynamics Review*, Vol. 24(3): pp. 321-347, 2008.

Richardson, G.P., P. Otto, "Editorial: Application of System Dynamics in Business Markets" *Journal of Business Research*, Vol. 61(11): pp. 1099-1101, 2008.

Otto, P. "A systems dynamics model as a decision aid in evaluating and communicating complex market entry strategies", *Journal of Business Research*, Vol. 61(11): pp. 1173-1181, 2008.

Otto, P., "Location-Based Services: Mehr Mobilität und Transparenz", *IO News Management*, Vol. 9, April 2006.

Otto, P., J. Struben, "Gloucester Fishery: Insights from a Group Modeling Intervention", *System Dynamics Review*, Vol. 20(4): pp. 287-312, 2004.

Otto, P. "Enterprise Application Integration (EAI): Mehr Transparenz für E-Business Transaktionen", *IO News Management*, Vol. 4, September 2004.

Under Review:

"A theoretical simulation model to measure the adoption rate of electronic health records from policy interventions", in collaboration with Dorit Nevo (Schulich School of Business, York University) submitted to the *Journal of Decision Support Systems*.

Refereed Proceedings:

Pagani, M., P. Otto " Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the whole system" *Proceedings of the 2010 Global Marketing Conference at Tokyo, Japan*, pp. 794-805, 2010.

Otto, P., M. Simon "Coordinating quality care: A policy model to simulate adoption of electronic health records" *Proceedings of the 26th International System Dynamics Conference*, Albuquerque, July 2009.

Otto, P., M. Simon "Structural Interventions in Electronic Networks of Practice: A Dynamic Grid/Group Model of Growth and Decline" *Proceedings of the 25rd International System Dynamics Conference*, Boston, July 2007.

Otto, P., S. Belardo, "A Theoretical Evaluation of Information Processing Resources during Organizational Crisis", *Proceedings of the 3rd International Conference on Information Systems for Crisis Management*, ISCRAM 2006, New Jersey, May 2006.

Otto, P., S. Belardo, "Alignment Between Crisis Management and IS Strategies: Performance Implication for Crisis Response", *Proceedings of the 6th Conference on Systems Science*, Paris, France, September 2005.

Otto, P., M. Simon, "Growing Ownership and Instilling Confidence for a Decision Support Approach at the Stakeholder Level" *Proceedings of the 23rd International System Dynamics Conference*, Boston, July 2005.

Otto, P., W.F. Siemer, "A group model-building intervention to support wildlife management decisions", *Proceedings of the 23rd International System Dynamics Conference*, Boston, July 2005.

Otto, P., G.P. Richardson, "Interorganizational Learning: A Dynamic View on Knowledge Development in Strategic Alliances", *Proceedings of the 22nd International System Dynamics Conference* Oxford, July 2004.

Otto, P., J. Struben, "The 'standard method': Scripts for a group model building intervention" *Proceedings of the 21st International System Dynamics Conference* New York, July 2003.

Otto, P., S. Belardo, "Design of Information Systems: Simulating the Effectiveness of Knowledge Transfer Throughout the System Analysis Phase" *Proceedings of the 20th International System Dynamics Conference* Palermo, Italy, July 2002.

Otto, P. "Brand Management Facilitation: A System Dynamics Approach for Decision Makers", *Proceedings of the 19th International System Dynamics Conference*, Atlanta, Georgia, July 2001.

Refereed Book Chapters:

Otto, P. "Harnessing Collective Knowledge: Group Cohesion in Online Networks" in *Enterprise 2.0: How Technology, eCommerce, and Web 2.0 Are Transforming Business Virtually*, Tracy L. Tuten, (ed.). 2010, Praeger, CA.

Belardo, S., P. Otto, "Beyond Project Management: Getting it Right and Doing it Right" in *HUMAN RESOURCES INFORMATION SYSTEMS: BASICS, APPLICATIONS AND DIRECTIONS*, Michael J. Kavanagh and Mohan Thite, (ed.). 2009, Sage Publication, New York.

Otto, P. "Extending Corporate Boundaries: Managing Electronic Networks of Practice" in *Economic World 2010 – Trends and Strategies*, Ralph Bernt, (ed.). 2009, Springer-Verlag Berlin.

Otto, P., S. Belardo, "Dynamics in IS Development: A Multi-Method Experiment to Simulate and Measure the Effects of Changes during the Development Process", in *Strategic Information Systems: Concepts, Methodologies, Tools, and Applications*, M. Gordon Hunter, (ed.) Vol. 1, 2009, Information Science Reference, ISBN: 1605666777

Otto, P. "Strategic Alliances: Managing Learning Opportunities to Leverage Scale Economies" in *Management Challenges*, Ralph Bernt, (ed.). 2006, Springer-Verlag Berlin.

Otto, P. "Diffusion of Innovation: A Dynamic Perspective on the Evolution of New Technologies", in *Successfactor Innovation*, Ralph Bernt, (ed.). 2005, Springer-Verlag Berlin.

Otto, P., S. Belardo, "The Hard and Soft Approach to Crisis Management: A Dynamic Decision Quality Theory," in *Leadership in Crisis*, Ralph Bernt, (ed.). March 2003, Springer-Verlag Berlin.

Otto, P., S. Belardo, "Managing in the New Economy: New Strategies, New Structures, New Leadership Skills" in *Innovation Management*, Ralph Bernt, (ed.). 2002, Springer-Verlag Berlin.

Otto, P. "Brand Communication 2000", in *Management Strategien 2000*, Ralph Bernt, (ed.). 1999, Springer-Verlag Berlin.

INVITED TALKS AND CONFERENCE PRESENTATIONS:

"Integrating Strategic Thinking and Simulation into Marketing Strategy: Seeing the whole system" *2010 Global Marketing Conference at Tokyo, Japan*, Sept. 2010.

"Competing on Analytics: How IT is Transforming Traditional Business" Management Seminar "*Speed, Action, Results*" Lorange Institute of Business, Zurich, August 2010

"Making smarter Management Decision: The case for Analytics" 22th Zurich Management Research Conference, *Swiss Federal Institute of Technology Zurich (ETH)*, Sept. 2008.

"Online Strategies: Managing Dynamic Content" 21th *Zurich Management Research Conference, Swiss Federal Institute of Technology Zurich (ETH)*, February 2008.

"Web 2.0: Changing the Way Businesses Talk with Customers" 16th *Zurich Management Research Conference, Swiss Federal Institute of Technology Zurich (ETH)*, October 2006.

"Decision-Traps: Exploring Feedback Effects to Understand Brand Dynamics in Business Markets" *ISBM Conference, Northwestern University, Kellogg School of Business, Chicago*, August 2006.

"A Theoretical Evaluation of Information Processing Resources during Organizational Crisis" 3rd *International Conference on Information Systems for Crisis Response and Management (ISCRAM 2006)*, Newark, New Jersey, May 2006.

"Alignment Between Crisis Management and IS Strategies: Performance Implication for Crisis Response" 6th *European Science Conference, Paris, France*, September 2005.

"Growing Ownership and Instilling Confidence for a Decision Support Approach at the Stakeholder Level" 23rd *International System Dynamics Conference*, Boston, July 2005.

"Diffusion of Innovation: Constraints and Success Factors for the Management of New Product Introduction" 15th *Zurich Management Research Conference, University Zurich, ETH*, October 2004.

"Interorganizational Learning: A Dynamic View on Knowledge Development in Strategic Alliances" 22nd *International System Dynamics Conference* Oxford, July 2004.

"Decision Making and Uncertainty Management in complex corporate and social systems" 14th *Zurich Management Research Conference, University Zurich, ETH*, March 2004.

"A case study for system dynamics group model interventions" Research Seminar *Cornell University (Department of Applied Economics and Management)*, November 2003.

"Business Dynamics and Simulation: Gaining Insights into Complex Problems" 13th *Zurich Management Research Conference, University Zurich, ETH*, October 2003.

The "standard method": Scripts for a group model building intervention, "21st *International System Dynamics Conference*" New York, July 2003.

"Effect of Instability on IT System Development" *INFORMS/EURO Conference for Operational Research*, Istanbul, July 6 – 10, 2003.

Expert Panelist at *THE GLOBAL E-COMMERCE SUMMIT, UNITED NATIONS, NYC* May 14-15, 2003.

"Design of Information Systems: Simulating the Effectiveness of Knowledge Transfer Throughout the System Analysis Phase", 20th *System Dynamics Conference*, Palermo, Italy, July 2002.

"Brand Management Facilitation: A System Dynamics Approach for Decision Makers," 19th *System Dynamics Conference*, Atlanta, Georgia, July 2001.

"Driving Forces in Web-enabled Business Systems" *Guest Lecture at the Graduate School of Business Administration Zurich*, June 2001.

"Challenges and Limitations in On-Line Communication." *9th Zurich MBA Research Conference, University Zurich, ETH* (March 2000).

"Lean Management and Information Systems" *6th Zurich MBA Research Conference, University Zurich, ETH*, October 1994.

CONSULTING ACTIVITIES:

Munters Service GmbH, Systems Analysis and Design for a Wireless Front-end Application in Europe, 2007. Department for Environmental Conservation, New York State, Group Decision Support System, 2004- 2007. Alstom Power Systems, Strategy for IT Application Standardization 2006. AIG (American International Group, Inc.) Privat Banking, Alignment MIS System, 2005. Organon AG (Pharmaceuticals) Decision Support for Market Diffusion, 2005. Risk Dynamics in Off-Shore Oil Factories, IRMA (Incident Response Management) projects funded by the Research Council of Norway, 2005- present. Northwater Capital Management, IT Strategy for web-based workflow management, 2004. National Cancer Institute / John Hopkins Hospital, Washington, DC, Studying of Network Effects in De-Centralized Decision Making, 2004. Gloucester Fishery, Massachusetts, Market Feasibility Study, 2002 – 2004. CommerceHub, Strategy Consulting for B2B Markets, 2001 - 2002

PROFESSIONAL SERVICES:

- Editorial Board: International Journal of System Dynamics Applications (IJSDA)
- Guest-Editor: System Dynamics and other Simulation-based Approaches for Information Systems Forthcoming International Journal of Information Technologies and the Systems Approach, 2012
- Track Chair on Information Security Research and Applications, The 25th ACM Symposium on Applied Computing, Sierre, Switzerland, March 2010
- Conference Chair, Workshop on System Dynamics and Business Strategy, Johnson School of Management, Cornell University, Ithaca, June 2007.
- Guest-Editor: Journal of Business Research, Special issues on Applications of System Dynamics in Business Markets.
- Program Committee, ISCRAM 2006.
- Chair for special session "System Dynamics and Emergency Response and Crisis Management" at ISCRAM 2006 (International Community on Information Systems for crisis response and management).
- Program Chair for the 4th PhD Colloquium at the 20th System Dynamics Conference in Palermo, Italy, 2002.

Reviewer for the following Journals:

System Dynamics Review
Communications of the ACM
Journal of Sustainability
Journal of Management Information Systems
International Journal of Electronic Commerce
Journal of Retailing
EM – Electronic Markets, mcm institute for Media and Communications Management.

Reviewer of papers submitted to the Annual International System Dynamics Conference, 2002, 2003, 2004, 2005, 2006, 2007, 2008, and 2009.

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