

## CURRICULUM VITAE

### **S. Andrew Starbird**

Operations & Management Information Systems  
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#### EDUCATION

Ph.D.	Cornell University	1987
M.B.A.	Santa Clara University	1984
B.S.	University of California, Davis	1982

#### PROFESSIONAL EMPLOYMENT

*Visiting Scholar*, Economic Research Service, US Department of Agriculture, July 2004.

*Associate Professor*, Department of Operations & Management Information Systems, September 2001 to present.

*Director of Strategic Planning*, TransFRESH Corporation, September 2000 to December 2000.

*Director*, Food & Agribusiness Institute, Santa Clara University, July 1996 to July 2000

*Associate Professor*, Food & Agribusiness Institute, Santa Clara University. September 1993 to August 2001.

*Assistant Professor*, Food & Agribusiness Institute, Santa Clara University. May 1987 to Sept. 1993.

#### AREAS OF SPECIALIZATION

Quality Control and Food Safety.

Food Processing Operations Management and Economics

Statistics and Decision Making

#### PROFESSIONAL MEMBERSHIPS

American Agricultural Economics Association

American Statistical Association

Institute for Operations Research and the Management Sciences

International Food and Agribusiness Management Association

Western Agricultural Economics Association

Alpha Zeta

Beta Gamma Sigma

PROFESSIONAL SERVICE

**Course Coordinator**, Statistics & Data Analysis I & II (OMIS 40 & 41), Leavey School of Business, Santa Clara University, September 2003 to present.

**Undergraduate Leadership Team (Chair)**, Leavey School of Business, Santa Clara University, January 2003 to present.

**Co-editor**, International Food & Agribusiness Management Review official journal of the International Food and Agribusiness Management Association (IAMA), January 1999 to December 2001.

**Associate editor**, International Food and Agribusiness Management Review (formerly Agribusiness: An International Journal) official journal of the International Food and Agribusiness Management Association (IAMA), January 1995 to December 1998.

**Dean Search Committee (Chair)**, Leavey School of Business and Administration, Santa Clara University, May 1995 to June 1996. **Member**, July 1996 to May 1997.

**MBA Policy Committee (Chair)**, Leavey School of Business and Administration, Santa Clara University, September 1993 to June 1994.

**Rank and Tenure Committee**, Leavey School of Business and Administration, Santa Clara University, September 1995 to 1998.

**Faculty Development Task Force**, Leavey School of Business and Administration, Santa Clara University, September 1994 to present.

**New Building Committee**, Leavey School of Business and Administration, 1991 to 1993.

**Faculty Forum Committee**, Santa Clara University, September 1990 to September 1992.

COMMUNITY SERVICE

**Board of Directors**, Second Harvest Food Bank of Santa Clara and San Mateo Counties, 1991-97. 2001-present.

**Commissioner**, Disadvantaged Business Development Commission, City of San Jose, 2003.

**Board of Directors**, Hall & Rambo Corporation, April 1989 to present.

**San Jose Unified School District GATE Advisory Board** (Vice President) June 1997 to May 1998.

**GATE Identification Revision Committee**, San Jose Unified School District, January 1997 to March 1997.

HONORS AND AWARDS

**Leavey School of Business Extraordinary Service Award**, 2003-2004.

**Breetwor Fellowship**, Leavey School of Business, SCU, 2003-2005.

**Outstanding Faculty Award**, Accelerated Cooperative Education (ACE) Program, SCU, 2004.

**Outstanding Contribution to the Journal of Agricultural & Resource Economics**, Western Agricultural Economics Association, 2001.

**Leavey School of Business Extraordinary Achievement Award**, 1999-2000.

**Leavey School of Business Extraordinary Achievement Award**, 1996-1997

**Dean's Award for Teaching**, 1995-96

**Morganthau Fellowship**, Department of Agricultural Economics, Cornell University, Fall 1986.

**Naumes Family Outstanding Graduate**, Institute of Agribusiness, Santa Clara University, 1984.

**Raymond A. Powell Memorial Scholar**, Institute of Agribusiness, Santa Clara University, 1983.

## TEACHING RESPONSIBILITIES

### Graduate

Complex Decision Making (Executive MBA)  
Economics of Quality  
Operations Management for Biological Production Systems  
Computer-based Decision Models  
Quality Improvement and Control  
Operations Management  
Statistical Methods

### Undergraduate

Statistics & Data Analysis  
Operations Management  
Operations Management (Honors)  
Commodities and Futures Markets

## PUBLICATIONS AND PAPERS

### Book Chapters

Starbird, S. Andrew (with Vincent Amanor-Boadu). "Minimizing the Value of Anonymity in Supply Chains" in ***Hide or Confide?: The Dilemma of Transparency*** edited by G.J. Hoftede, H. Schepers, L. Spaans-Dijkstra, J. Tienekens, and A. Beulens. Doetinchem, The Netherlands: Reed Business Information, 2005.

Starbird, S. Andrew (with Vincent Amanor-Boadu). "The Value of Anonymity in Supply Chain Relationships" in ***Dynamics in Chains and Networks*** edited by H.J. Bremmers, S.W.F. Omta, J.H. Trienekens, and E.F.M Wubben. Wageningen, The Netherlands: Wageningen Academic Publishers, 2004.

Starbird, S. Andrew (with James A. Niles). "Dole Processed Products." in ***Cases in Agribusiness Management***. edited by J.G. Beierlein, M.W. Woolverton, D.E. Hahn, and J.A. Niles. Englewood Cliffs, N.J.: Prentice-Hall, 1989.

### Refereed Journal Articles

Starbird, S. Andrew. "Supply Chain Contracts and Food Safety." ***Choices***. (forthcoming) 2005.

- Starbird, S. Andrew (with Vincent Amanor-Boadu). "In Search of Anonymity in Supply Chains." *Journal on Chain and Network Sciences*. Vol. 5, No. 1, pp. 5-16. 2005.
- Starbird, S. Andrew. "Moral Hazard, Inspection Policy, and Food Safety." *American Journal of Agricultural Economics*. Vol. 87, No. 1, pp. 15-27. 2005.
- Starbird, S. Andrew. "The Effect of Coordinated Replenishment on Quality." *Journal of the Operational Research Society*. Vol. 54, No. 1, pp. 32-39. 2003.
- Starbird, S. Andrew. "Penalties, Rewards, and Inspection: Provision for Quality in Supply Chain Contracts." *Journal of the Operational Research Society*. Vol. 52, No. 1, pp. 109-115. January 2001.
- Starbird, S. Andrew. "Designing Food Safety Regulations: the Effect of Inspection Policy and Penalties for Noncompliance on Food Processor Behavior," *Journal of Agricultural and Resource Economics*, Vol. 25, No. 2, pp. 616-635, December 2000.
- Starbird, S. Andrew (with J. Beierlein and G. Baker). "Food and Agribusiness Management Research: Advancing the Theory and Practice," *International Food and Agribusiness Management Review*. Vol. 1, No. 1, 1998, pp. 1-4.
- Starbird, S. Andrew. "Acceptance Sampling, Imperfect Production, and the Optimality of Zero Defects," *Naval Research Logistics*, Vol. 44, No. 6, pp. 515-530, 1997.
- Starbird, S. Andrew (with Naren Agrawal). "Competitive Food Manufacturing: Evidence from the 1994 Competitive Manufacturing Survey," *Agribusiness: An International Journal*, Vol. 12, No.6, pp. 525-539, 1996.
- Starbird, S. Andrew (with Gregory A. Baker, and Kenneth Harling). "Critical Success Factors for Managing Quality in Food Processing Firms," *Agribusiness: An International Journal*, Vol. 10, No.6, pp.471-480, 1994.
- Starbird, S. Andrew. "The Effect of Quality Assurance Policies for Processing Tomatoes on the Demand for Pesticides," *Journal of Agricultural and Resource Economics*, Vol. 19, No. 1, pp. 78-88, 1994.
- Starbird, S. Andrew. "The Effect of Acceptance Sampling and Risk Aversion on the Quality Delivered by Suppliers," *Journal of the Operational Research Society*, Vol. 45, No. 3, pp. 309-320, 1994
- Starbird, S. Andrew (with Gregory A. Baker). "Managing Quality in California Food Processing Firms," *Agribusiness: An International Journal*, Vol. 8, No. 2, pp. 155-164, 1992.
- Starbird, S. Andrew. "Accounting for Quality in Food Manufacturing Firms," *Agribusiness: An International Journal*, Vol. 7, No. 5, pp. 463-474, 1991.
- Starbird, S. Andrew. "The Identification of Significant Terms in a Flexible Metamodel Using Spectral Analysis," *Transactions of the Society for Computer Simulation*. Vol. 7, No. 4, pp. 321-338, 1990.
- Starbird, S. Andrew. "A Metamodel Specification for a Tomato Processing Plant," *Journal of the Operational Research Society*. Vol. 41, No. 3, pp. 229-240. 1990.
- Starbird, S. Andrew (with Rodolfo E. Amador). "The Evaluation of International Agribusiness Investment Locations Using Multidimensional Scaling" *Agribusiness: An International Journal*. Vol. 5, No.2, pp. 139-151.

1989.

Starbird, S. Andrew. "Optimal Loading Sequences for Fresh Apple Storage Facilities." *Journal of the Operational Research Society*. Vol. 39, No. 10, pp. 911-917. 1988.

Starbird, S. Andrew (with Robert A. Milligan). "The Simulation of Inventory Control in a Fresh Apple Packing Plant." *Agricultural Systems*. Vol. 28, No. 1, pp. 1-11. 1988.

Starbird, S. Andrew (with M. Ghiassi). "Simulation Modeling of a Tomato Processing Plant." *Transactions of the American Society of Agricultural Engineers*. Vol. 29, No. 1, pp. 324-330. 1986.

#### Refereed Proceedings

Starbird, S. Andrew. "Coordinated Replenishment and the Quality Delivered by a Supplier." *Proceedings of the 1998 Manufacturing & Service Operations Management Conference*, University of Washington, June 29-30, pp. 55-60, 1998.

Starbird, S. Andrew (with M. Ghiassi). "Production Scheduling in a Multi-Product Tomato Processing Plant." *Proceedings of the 1984 Summer Computer Simulation Conference*, Boston, Massachusetts, July 1984.

#### Research Monographs and Working Papers

Starbird, S. Andrew (with N. Agrawal). *The Foundations of Competitive Manufacturing: The Food Industry 1994*. Food & Agribusiness Institute, Santa Clara University, 1994.

Starbird, S. Andrew (with N. Agrawal). *The Foundations of Competitive Manufacturing: The Electronics and Semi-conductor Industry 1994*. The Competitive Manufacturing Institute, Santa Clara University, 1994.

#### Presentations

Starbird, S. Andrew (with Vincent Amanor-Boadu). "Traceability, Inspection Policy, and Food Safety." American Agricultural Economics Association, Denver, August 2004.

Starbird, S. Andrew (with Gregory Baker). "Determinants of Consumer Perceptions of Food Safety Risks." International Food & Agribusiness Management Association, Montreux, Switzerland, June 2004.

Starbird, S. Andrew (with Vincent Amanor-Boadu). "The Value of Anonymity in Supply Chain Relationships." International Conference on Chain and Network Management in Agribusiness and the Food Industry, Wageningen, The Netherlands, May 2004.

Starbird, S. Andrew. "Moral Hazard, Inspection Policy, and Food Safety." USDA Economists' Club, Washington, D.C., November 2002.

Starbird, S. Andrew (with Conrad Lyford). "Optimal Grade Definitions for Multiple Quality Characteristics." Selected paper that will be presented at the American Agricultural Economics Association, Tampa, Florida, August 2000.

Starbird, S. Andrew. "The California Food Industry in the 21<sup>st</sup> Century," World Agribusiness Conference, Instituto

Tecnologico y de Estudios Superiores de Monterrey (ITESM), September 18, 1999

- Starbird, S. Andrew, "Designing Contracts and Regulations to Ensure Food Safety." Selected paper presented at WCC-72, Western Coordinating Committee-72, Agribusiness Research Emphasizing Competitiveness and Profitability, Las Vegas, Nevada, June 1999.
- Starbird, S. Andrew, "Trust in the Context of Supply Chain Management." Panel presentation at the IAMA World Food & Agribusiness Congress, Florence, Italy, June 1999.
- Starbird, S. Andrew. "Management Education for the California Food Industry," Agricultural Leadership Program, Food & Agribusiness Institute, Santa Clara University, January 1999.
- Starbird, S. Andrew, "Coordinated Replenishment and the Quality Delivered by a Supplier." Selected paper presented at the Manufacturing & Service Operations Management Conference, University of Washington, Seattle, June 29, 1998.
- Starbird, S. Andrew, "Seed Blending Strategies: A Quality Costs Approach." Invited paper presented at the Agribusiness Research Forum, Texas A&M University, March 27, 1998.
- Starbird, S. Andrew. "Quality Costs, Supply Chain Management, and Customer Value." Invited paper presented at the mini-symposium on Quality and Environmental Management at the annual meeting of the International Association of Agricultural Economists. Sacramento, California, August, 12, 1997.
- Starbird, S. Andrew. "Quality Control and Supplier Behavior." Invited paper presented at the Forum on Agribusiness Strategy and Organization, University of Illinois, Urbana-Champaign, November 14-15, 1996.
- Starbird, S. Andrew. "Competitive Food Manufacturing: Evidence from the 1993-94 Competitive Manufacturing Survey." Paper presented at the 1995 Annual Meeting of the Western Regional Coordinating Committee-72, Agribusiness Research Emphasizing Competitiveness, Las Vegas, Nevada, June 1995.
- Starbird, S. Andrew. "Competitive Food Manufacturing: Evidence from the 1993-94 Competitive Manufacturing Survey." Paper presented at the IX Annual Agribusiness Conference, Santa Clara, California, May 1995.
- Starbird, S. Andrew (with Narendra Agrawal). "The Relationship between Manufacturing Policies and Performance in Food Manufacturing Firms." Paper presented at the 1994 Annual Meeting of the Western Regional Coordinating Committee-72, Agribusiness Research Emphasizing Competitiveness, Montreal, Quebec, June 1994
- Starbird, S. Andrew (with Gregory A. Baker). "Food Quality Management in California Food Processing Firms." Paper presented at the 1991 Annual Meeting of the Western Regional Coordinating Committee-72, Agribusiness Research Emphasizing Competitiveness, Las Vegas, Nevada, June 1991.
- Starbird, S. Andrew (with P.M. Thompson). "The Simultaneous Optimization of Product Quality and Production Quantity." Selected Paper presented at the 1990 Annual Meetings of the American Agricultural Economics Association, Vancouver, British Columbia, August 1990.
- Starbird, S. Andrew (with R.A. Milligan). "The Numerical Analysis of Monopolistically Competitive Markets: The Case of New York Fresh Apples." Selected Paper presented at the 1987 Annual Meetings of the American Agricultural Economics Association, East Lansing, Michigan, August 1987.

Other Reviewed Publications

Starbird, S. Andrew. "Rejoinder: No, Still Too Many and Too Cheap." *Review of Agricultural Economics* . Vol. 26, No. 3, pp. 423-425, 2004.

Starbird, S. Andrew. "Graduate Agribusiness Management Programs: Too Many and Too Cheap." *Review of Agricultural Economics*. Vol. 23, No. 1, pp. 271-276. (Spring/Summer), 2003.

Starbird, S. Andrew, (with R.A. Milligan.) "The Numerical Analysis of Monopolistically Competitive Markets: The Case of New York Fresh Apples." *Agricultural Economics Staff Paper 87-17*, Department of Agricultural Economics, Cornell University, July 1987.

Starbird, S. Andrew (with R.A. Milligan, G.B. White, and L.W. Schruben.) "Inventory Control in a Fresh Apple Packing Plant." *Agricultural Economics Research Report 87-6*, Department of Agricultural Economics, Cornell University, February 1987.

Other Periodicals

Starbird, S. Andrew. "It Won't Be Too Long Before Someone Puts a Big Sting on Internet." *San Jose and Silicon Valley Business Journal*, San Jose, California, page 63, August 4, 2000.

Starbird, S. Andrew. "Can We Feed the World? Justice in Food and Agribusiness." *Explore*, Vol. 3, No. 2, Winter 2000.

Starbird, S. Andrew. "Send Hustlers To Feed Russians." *Journal of Commerce*, Washington, D.C., page 8A, September 18, 1991.

REFEREE

*American Journal of Agricultural Economics*  
*Risk Analysis: An International Journal*  
*Journal of Agricultural and Resource Economics*  
*Journal of the Operational Research Society*  
*International Journal of Food & Agribusiness Management*

GRANTS AND CONTRACTS

Economic Research Service, USDA, *Economics of Performance Measures for Food Safety Inspection Protocols*, 2004-2006, \$25,000.

Leavey School of Business, Santa Clara University. *The Producer's Response to Quality Standards*. 2003. \$4000.

Leavey School of Business, Santa Clara University. *Dean's Curriculum Leadership Innovation Grant*. 2002. \$2,500.

Leavey School of Business and Administration, Santa Clara University. *Coordination, Food Safety, and Ingredient Supply Chains*. 2001. Total: \$5,000.

Leavey School of Business and Administration, Santa Clara University. *Optimal Grade Definitions for Multiple*

*Quality Characteristics*. 2000. Total: \$8750.

Competitive Manufacturing Institute, Leavey School of Business and Administration. *The Contractual Allocation of Quality Costs and the Performance of the Supply Chain*. 1998. Total: \$10,000.

Leavey School of Business and Administration, Santa Clara University. *How Much is Cooperation Worth?: The Costs and Benefits of a Coordinated Replenishment Policy*. 1996. Total: \$6,500.

Competitive Manufacturing Institute, Leavey School of Business and Administration. *The Foundations of Competitive Manufacturing*. 1995-96. Total: \$15,000.

Competitive Manufacturing Institute, Leavey School of Business and Administration. *The Foundations of Competitive Manufacturing*. 1993. Total: \$4,320.

Leavey School of Business and Administration, Santa Clara University. *The Effect of Agricultural Product Inspection Policies on the Use of Pesticides*. 1991. Total: \$5,000.

Santa Clara University, Presidential Research Grant. *Food Quality Management in California Agribusiness Firms*. 1990. Total: \$2,050.

Mariani Packing Company, San Jose, California. *Production Costs and Production Planning in a Cut Fruit Packing Plant*. 1989. Total: \$4,400.

Leavey School of Business and Administration, Santa Clara University. *An Empirical Comparison of Spectrally Generated Forms and Flexible Forms for Cost Functions*. 1988. Total: \$3,650.

CONSULTING ACTIVITIES

<b>Dates</b>	<b>Client</b>	<b>Description</b>
2003	PMC Sierra	Developed statistical procedures and models for identifying the relationship between quality measurements and performance.
2001	FreshExpress, Inc.	Worked with VP of quality to develop quality management strategy and objectives.
2000	TransFRESH, Inc.	Developed business and began the implementation of new strategic plan.
1998-00	FreshExpress, Inc.	Designed experiments and developed methods for the analysis of quality control data.
1996-97	Becton Dickinson Immunocytometry Systems	Evaluated operations policies in order to measure trade-offs between manufacturing and customer service objectives.
1994	Treple and Clark	Retained as an expert witness in a case involving derivative securities.

1994	California State University, Fresno	Served on a three-person committee charged with reviewing the department of agricultural economic's agribusiness curriculum.
1992	Universidad Catolica del Uruguay, DAL	Taught a short course on food manufacturing strategy to representatives from the university, government, and business.
1991	University of Guelph	Survey of food processors to determine the factors influencing their ability to compete under the U.S.-Canada Free Trade Agreement.
1990	Mariani Packing Company	Taught a short course on statistical analysis of packing plant data to senior production managers.
1988-1991	Hall and Rambo, Inc.	Performed analysis of expenditures and made recommendations for restructuring.
1987	Sun Garden Packing Co.	Served on a committee appointed by the Board of Directors to evaluate diversified investment opportunities.