

JEFFERY BAUM

W.P. Carey School of Business, BAC 667
Arizona State University
400 E Lemon Street, Tempe, AZ 85281
(480) 727-1507 | jeffery.baum@asu.edu

EDUCATION

University of California Berkeley – Haas School of Business, Berkeley, California
Master of Business Administration 1999
Corporate Finance, Microeconomics, Decision Analytics

University of Arizona, Tucson, Arizona
Master of Science Electrical Engineering - Instrumentation & Circuits Group 1990
Medical Instrumentation, Medical Physics, Clinical Engineering, Neuroanatomy
Research Assistant: Department of Pediatric Cardiology, University Medical Center, Tucson, Arizona
Thesis: “Noninvasive Detection of Bundle of His Potentials in Neonates with a Novel Esophageal to Chest Electrode Configuration”

University of Illinois, Urbana-Champaign, Illinois
Bachelor of Science Electrical Engineering – Bioengineering Option 1988
Medical Instrumentation, Implant Biomaterials, Modeling Biosystems
Activities: IEEE, Eta Kappa Nu Electrical Engineering Honor Society, Biomedical Engineering Society

Monterey Institute of International Studies, Monterey, California
Summer Intensive Language Program – Advanced Japanese 1999

AWARDS

Electrical and Computer Engineering Department Fellowship 1988 – 1989
Scholarship for Biomedical Engineering 1988 – 1989

TEACHING EXPERIENCE

Arizona State University – W.P. Carey School of Business
Assistant Teaching Professor 2020 - present
Introduction to Business Analytics
Problem Solving & Actionable Analytics
Advanced Excel for Business

Barrett Honors College – Supervising Student Honors Contracts 2020 - 2023
Optimal R&D Resource Allocation Using Dynamic Pricing (FALL 2020)
Product-Platform Portfolio Mix Optimization (FALL 2020)
Project-Level Investment Forecasting Under Uncertainty (FALL 2022)
Business Case Integration for Monte Carlo Simulation (SPRING 2023)
Project-Level Valuation for Strategic Investments (SPRING 2023)

PROFESSIONAL EXPERIENCE

PROXI Management Decisions, LLC
Managing Director & Founder – Berkeley, California; Phoenix, Arizona 2002 – present
We develop and deploy innovative enterprise planning practices and tools to optimize resource allocation for corporate project portfolios. In addition to leading a four-person software engineering team to define and to develop client-specific analytics tools, I created the practice area IP, led business development, and directed client engagements. We leverage business analytics expertise in linear programming, Monte Carlo simulation, time-series forecasting, and system dynamics to forecast market megatrends, develop project investment business cases, perform project-level valuations, optimize portfolio resource allocation, and simulate investment strategy scenarios.

PRTM Consulting (acquired by PwC)

Consultant – Mountain View, California; Tokyo, Japan

1999 – 2001

PRTM was a leading global high-tech industry consultancy specializing in supply-chain analysis & reengineering, new product development and cycle-time excellence, and technology development strategy. I conducted executive-sponsored engagements for corporate ventures spinouts, supply-chain redesign, product development process implementation, and project portfolio management.

Motorola Semiconductor Products Sector – Consumer Systems Group, Imaging & Printing Division

Business Development Manager – Tokyo, Japan

1998

Produced new product definitions for custom ASICs containing motor control, power supply, and print head driver functions for printer applications at Canon and Epson. I translated the technical specifications into business cases that included sales forecasts, estimated product development costs, and risk-adjusted project-level financial valuations.

Motorola Semiconductor Products Sector – Logic & Analog Technologies Group, Analog IC Division

Systems Design Manager – Tempe, Arizona

1995 – 1997

Led a joint-development relationship with Hewlett-Packard's Consumer Imaging & Printing Group. I split my time monthly working on-site with HP's R&D engineers and Motorola's IC design team to define, to develop, and to validate new product introductions. This strategic role was critical to capturing the dominant share of business opportunities that required dual-source supply agreements.

Motorola Semiconductor Products Sector – Communications, Power, and Signal Technologies Group

Applications Engineering Manager, Systems Design Engineer – Phoenix, Arizona

1988 – 1995

Designed new IC products, developed board-level solutions, provided customer applications support, authored and presented technical publications (31 conference papers/articles), invented and filed four US patents for MEMS sensor circuits and software.

PATENTS

US5477471A

Method of compensating for power supply variation in a sensor output

1993

US5027081A

High gain differential-to-single ended amplifier having a tee network feedback loop

1990

US5361048A

Pulse width modulator having a duty cycle proportional to the amplitude of an input signal from a differential transducer amplifier

1993

US5351549A

Pulsed pressure sensor circuit and method therefor

1992

VOLUNTEER EXPERIENCE

University of California, Berkeley, Haas School of Business

Alumni Council – Executive Committee Member

2001 – present

Member of alumni advisory board to Executive Director, Alumni Relations.

HonorHealth

Patient & Family Advisory Council

2016 – present

Member of Advisory Board Chaired by Chief Nursing Officer.

CERTIFICATIONS

Association to Advance Collegiate Schools of Business (AACSB)

AACSB Bridge Program (Jan 2020, Tempe, Arizona)

2020

Frontline Systems, Inc.

DM101: Data Mining 101 Using Analytic Solver

2020

Frontline Systems, Inc.

OPT101: Optimization 101 Using Analytic Solver

2020

Frontline Systems, Inc.

SIM101: Simulation and Risk Analysis 101 Using Analytic Solver

2020