Hina Arora, PhD

Ex-Microsoft, Ex-IBM, AI Leader, Award-Winning Educator, and Lifelong Learner

hina.arora@asu.edu | O.480.965.4875

PROFESSIONAL EXPERIENCE

Faculty, Arizona State University, 05/2015 - current
MSBA Faculty Director, Fall 2022; 08/2015 - 08/2017
MSBA Director of Experiential Analytics, 07/2018 – 07/2021

- *Service*: Faculty Director for the Onsite and Online MS in Business Analytics Programs (Fall 2022; 2015-2017) where I led multiple program-level initiatives to scale the program while maintaining the highest level of quality; Built and led the Experiential Analytics engagement for the MS in Business Analytics Program - sourced ~175 projects with ~60 companies (as of 2021).
- *Teaching*: Developed and delivered multiple in-person and online courses in AI strategy, machine learning, deep learning and Python programming at the Executive, Graduate, and Undergraduate levels; Played a significant role in the introduction and wide adoption of the Python programming across the Analytics programs and concentrations in the Business School.
- *Teaching Awards*: Outstanding Graduate Teaching Award, W.P. Carey School of Business (2022-23 and 2016-17); Dean's List for Teaching Impact (2020-21); Outstanding Teaching Award, Masters' Program, Department of Information Systems (2019-20 and 2015-2016); Most Impactful Business Analytics Concentration Professor, MBA Class of 2018, W. P. Carey School of Business (2017-18).
- *Sponsored Projects*: Consultant for International Development Unit at the ASU Knowledge Enterprise (Summer 2018); PI on ASU Sponsored Project on Information Systems for Supply Chains with Chemonics in Spring 2018 ($41956) and Summer 2018 ($26668) - this work received two Industry Innovators Awards.
- *Grants:* Co-PI WPC Seed Grant 2022 ($10,000); Co-PI Sloan Planning Grant #G-2022-19542 2022-23 ($74,999).

Analytics Manager, US Central Marketing Organization (USCMO), Microsoft, Redmond WA, 06/2014 – 05/2015

- Led a team of Marketing Managers, Data Analysts, Researchers, and Vendors supporting Advanced Analytics, Reporting and Data Management for all Microsoft Enterprise Products in the US Market.
- Led the redesign of the BI platform to enable data and analytics-driven Marketing for the entire USCMO.
- Led change management and drove adoption of the new BI Platform across the entire USCMO.
- Marketing Excellence Award for Analytics Leadership, USCMO Microsoft, 2015.

Senior Lead Data Scientist, Windows Services, Microsoft, Redmond WA, 02/2011 – 06/2014

- Built and led a team of Researchers, Data Quality Program Managers, and Vendors, supporting the Data Science needs of Outlook.com and OneDrive teams.
- Led the development and delivery of predictive, descriptive and exploratory Statistical models for targeting, experimentation, causality, engagement, churn, and behavioral segmentation – across customer acquisition, retention and churn – for the consumption of Planning, Marketing, and Product Teams.
- Partner Management across multiple cross-functional roles and teams; Research Management across the entire research lifecycle from problem definition to productization; Project Management across multiple release cycles.

Program Manager, Microsoft, Redmond WA, 06/2008 – 02/2011
Research Assistant and Doctoral Candidate, Arizona State University, 08/2004 – 05/2008
Software Engineer, IBM Microelectronics/Cadence Design Systems, Endicott NY, 06/2001 - 04/2004

EDUCATION

Ph.D. in Business Administration-MIS, Arizona State University, USA
M.E. in Electronics and Communication Engineering, Indian Institute of Science, India
B.Sc. in Physics, University of Madras, India

SPONSORED PROJECTS AND GRANTS

- Co-PI with M. Datta, Sloan Foundation Planning Grant #G-2022-19542, 2022 ($74,999).
- Co-PI with M. Datta, Funded Research at W. P. Carey Seed Grant, 2022 ($10,000).
- PI, ASU Sponsored Project with Chemonics International, Spring 2018 ($41956) and Summer 2018 ($26668).

RECENT INVITED PANELS/TALKS

- "Building, Mentoring, and Leading Analytics Teams: 12 Lessons from the Trenches", Invited Talk, INFORMS Analytics+, Indianapolis IN, Apr 2025.
- "Analytics Pro Workshop: Harnessing Experience to Thrive Through Transitions", Invited Panel, INFORMS Analytics+, Indianapolis IN, Apr 2025.
- "Data-Driven Strategies", Invited Panel, Eller Business Analytics Summit, Tucson AZ, Apr 2025.
- "AI, ChatBots, Service Robots and more", Invited Thought Leadership Panel, Center for Services Leadership, Online, Jan 2025.
- "Teaching with a Technical Focus", Invited Presentation, Teaching and Learning Session, Department of Information Systems, Oct 2024.
- Outstanding Graduate Teaching Award Recipient Presentation, Invited Presentation, Teaching and Learning Workshop, W.P. Carey School of Business, Feb 2024.
- "Primum Non Nocere: Guiding Principles for Model Development", Invited Talk, INFORMS Seattle WA, Oct 2024.
- "Females in Technology", Invited Panel, SRP, Phoenix AZ, Feb 2024.
- "Blending Direct Instruction and Experiential Learning to Reinforce Knowledge Retention", Invited Presentation, Teaching and Learning Session, Department of Information Systems, Oct 2022.
- "Innovation: Accelerating Progress Toward the SDGs", Invited Online Panel, Chemonics, Apr 2021.
- "Continuing the Conversation on Diversity and Inclusion: Leadership Symposium", Invited Panel, Palo Verde Women in Nuclear, Phoenix AZ, Aug 2019.
- "Generating Talent Opportunities: University and Business Alliances", Invited Panel, Phoenix CIO Executive Summit, Phoenix AZ, Nov 2018.
- "Partnering to Reach the Last Mile in Global Health Supply Chains", Invited Panel, Devex Live, SFO CA, Oct 2018.
- "TransIT and ePOD", Series of Presentations for Chemonics, Washington DC, May 2018.
- "TransIT: Transport Information Tool", Invited Talk, ASU Frontier Economies Logistics Laboratory, Apr 2018.
- "Continuous Learning in Data Analytics", Invited Panel, AACSB Data Analytics Summit, Tempe AZ, Mar 2018.
- "Strategies for Teaching Large Classes", Invited Panel, KNUST Faculty Workshop at ASU, Tempe AZ, Jan 2018.
- Invited Speaker at ASU Barrett Women's League (BWL) Phoenix Chapter Meeting, Tempe AZ, Feb 2017.
- Participant in MasterCard Foundation Scholars Program through Strengthening Institutional Linkages Program with KNUST (Kwame Nkrumah University of Science and Technology), Ghana, Mar 2017.
- "Exploring Industry Partnership Opportunities in Business Analytics with the W.P. Carey School of Business at Arizona State University", Invited Talk, ISACA Chapter Meeting, Phoenix AZ, Jan 2017.

GRANT APPLICATIONS AND REPORTS

- M. Datta, H. Arora, Letter of Intent Submitted to Sloan, May 1, 2022.
- M. Datta, H. Arora, *"Expand the MyPath2ASU transfer pathway program to an M.S. in Economics"*, Planning Grant Proposal Submitted to Sloan, Sep 2, 2022.

TECHNICAL REPORTS

- H. Arora (PI-ASU), I. Singhal (ASU), D. Haldar (ASU), M. McGowan (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), "*TransIT 1.0: Transportation Information Tool*", Technical Project Report for Chemonics-ASU Graduate Fellowship Program, May 15, 2018.
- H. Arora (PI-ASU), I. Singhal (ASU), D. Haldar (ASU), S. Vichare (ASU), S. Shah (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), "*TransIT 2.0: Transportation Information Tool*", Technical Project Report for Chemonics-ASU Graduate Fellowship Program, July 10, 2018.
- H. Arora (PI-ASU), I. Singhal (ASU), S. Shah (ASU), S. Vichare (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), "*ePOD 1.0: electronic Proof of Delivery App*", Technical Project Report for Chemonics-ASU Graduate Fellowship Program, July 10, 2018.

REFEREED PUBLICATIONS

Journal Articles

- H. Arora, T.S. Raghu, A. Vinze, A, "Decision Support for Pandemic Propagation and Containment", *ACM Transactions on Information Systems*, 2011.
- H. Arora, T.S. Raghu, A. Vinze, "Resource Allocation for Demand Surge Mitigation During Disaster Response", *Decision Support Systems*, vol. 50, is. 1, pp. 304-315, 2010.
- H. Arora, B.K. Mishra, T.S. Raghu, "Autonomic Computing Approach to Secure Knowledge Management: A Game-theoretic Analysis," Special Issue on Secure Knowledge Management, *IEEE Transactions on Systems, Man and Cybernetics*, vol. 36, is. 3, pp. 487-497, 2006.
- S.N. Srihari, S. Cha, H. Arora, S. Lee, "Individuality of Handwriting", *Journal of Forensic Sciences*, 2002.

Conference Proceedings

- H. Arora, T.S. Raghu, A. Vinze, P. Brittenham, "Optimizing Regional Aid during Public Health Emergencies: An Autonomic Resource Allocation Approach", *Hawaii International Conference on System Sciences* (HICSS), pp. 136-136, 2007.
- H. Arora, P. Steinbart, B. Shao, "Looking at Information Security through a Prospect Theory Lens", *Americas Conference on Information Systems* (AMCIS), Acapulco, Mexico, Aug 2006.
- H. Arora, T.S. Raghu, A. Vinze, P. Brittenham, "Collaborative self-configuration and learning in autonomic computing systems: Applications to Supply Chain," 3rd IEEE *International Conference on Autonomic Computing* (ICAC), Dublin, Ireland June 2006.
- H. Arora, T. S. Raghu, A. Vinze, P. Brittenham, "Enhancing Syndromic Surveillance through Autonomic Health Grids", *Americas Conference on Information Systems* (AMCIS), 2005.
- K.L. Melocco, H. Arora, S.B. Mardhani, P. Setlak "A Comprehensive Approach to Assessing and Analyzing 1149.1 Test Logic", 10th *International Test Conference*, 2003.

Book Chapters
- H. Arora, T.S. Raghu, A. Vinze, "Information Supply Chains: Restructuring Relationships, Chains and Networks", Always-On Enterprise Information Systems for Business Continuance: Technologies for Reliable and Scalable Operations edited by Dr. Nijaz Bajgoric, University of Sarajevo published by IGI Global, 2009.
- H. Arora, T.S. Raghu, A. Vinze, "Autonomic Computing and Information Security", Handbooks in Information Systems: Information Security. Elsevier Publishing, 2008.

CERTIFICATES AND AWARDS
- "Teaching with Cases: Engage, Energize, and Challenge Your Students", Harvard Business Publishing, Aug 2022
- Outstanding Graduate Teaching Award, W.P. Carey School of Business at ASU (2022-23 & 2016-17)
- Dean's List for Teaching Impact, W.P. Carey School of Business at ASU (2020-2021)
- Finalist for the Teets Graduate Teaching Award, W.P. Carey School of Business at ASU (2019-2020)
- Outstanding Teaching Award, Masters' Program, Dept of Information Systems at ASU (2019-20 & 2015-16)
- Most Impactful Business Analytics Concentration Professor, Full Time MBA Class of 2018, W.P. Carey School of Business at ASU (2017-2018)
- Marketing Excellence Award for Analytics Leadership, USCMO Microsoft, 2015
- Division of Graduate Studies Dissertation Fellowship, 2006-08 (one of 5 recipients in Arizona State University)
- Jawaharlal Nehru Postgraduate Scholarship, 1992 (one of 10 recipients in India)
- National Graduate Physics Award, 1991 (one of 5 recipients in India).