



**Wendell Gilland,  
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*Associate Professor  
of Operations  
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Wendell Gilland is an award-winning teacher of courses in the undergraduate, MBA, and Ph.D. programs, covering the core concepts of business analytics, operations, and supply chain management, as well as special topics including response time management and models used to guide supply chain decision making.

His research focuses on the performance improvement gained by using multiple customer priorities, products designed for multiple markets, and multiple channel distribution.

In 2005 he received the Executive MBA Teaching Award, in 2002 he received the MBA Teaching Award, and in 1998 he received the Undergraduate Teaching Award as the outstanding faculty member at Kenan-Flagler in the respective programs. Wendell serves as a board member on the Tsinghua-UNC Center for Logistics and Enterprise Development.

Wendell brings to his academic career several years of industry experience. After receiving his bachelor's degree from Harvard, Wendell worked at Monitor Company, the consulting company founded by Michael Porter to apply his business strategy frameworks to the strategic planning process of Fortune 500 clients. Wendell also worked for several years at CSC Index, the consulting firm (led by Jim Champy and Michael Hammer) that pioneered the concept of business process reengineering. Through his experience with these firms and subsequent independent consulting projects, Wendell has work experience in a wide variety of industries and companies, including:

- Nationwide Insurance
- Caterpillar
- Apple Computer
- State Street Bank
- Hoechst-Celanese
- Matsushita
- Sony
- Intel

Wendell received both his MBA and Ph.D. from Stanford University's Graduate School of Business.