

**Barry Cross, BSC, MBA**  
 bcross@business.queensu.ca

- Academic Accomplishments**
- Bestselling author, and author of *Most Read Article* in Ivey Business Journal
  - Developed and launched numerous new courses at the Undergraduate / Graduate levels in Operations Strategy, Service Operations and Project Management.
  - Quoted widely, including Profit Magazine, The National Post, The Globe and Mail, Toronto Star, Canadian Marketing, Whig Standard and Your Workplace Magazine; guest on TV and radio business networks such as CTV, CBC, BNN, CKWS and 680News.

- Industry Accomplishments**
- Led growth and change initiatives in Engineering, Operations, Sales and Marketing, and Project Management with teams in Ontario, U.S., Mexico, Brazil and England.
  - Initiated strategic business development with niche OEMs in Europe, including \$10 Million business with Aston Martin.
  - Led development of supply base in China

**Work Experience**

<b>Queen's University School of Business</b>	<b>Assistant Professor, Operations Management and Technology</b>	2006 - Present
	<ul style="list-style-type: none"> <li>• Undergraduate, Graduate and Executive-level courses in Operations Management, Service Management, Execution, Change and Project Management</li> <li>• Research Interests include Operations Strategy, Lean, Innovation, Crisis Management, Project Strategy and Supply Chain Strategy</li> <li>• Courses taught include COMM 341 (Operations Management), COMM 343 (Service Management), COMM 309 (Real Estate Management), COMM 495 (Project Management), MGBL 841 (International Operations Management), MBA 873 (Service Management), MBA 890/1, MGBL 901, MBA 807 (Ops Mgt), MBA 844 and EMBA 942 (Project Management), and others</li> </ul>	

<b>Magna International</b>	<b>Assistant General Manager</b>	2001 to 2006
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<b>Autosystems Manufacturing Inc.</b>	<b>Vice President and General Manager (last of several VP positions held with Autosystems)</b>	1990 to 2001
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<b>Education</b>	MBA (Queen's University) - Completed Thesis on OEM / Supplier Relationships	1996
	BSc (Hons, Biology and Chemistry) (University of Waterloo)	1987

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**Publications**

- Cross, B., (2016), "Thank you for Shopping at Sears", QSB Insights, February 10, 2016
- Cross, B., (2015), "The Perils of Forgetting Your Customer", QSB Insights, August 10, 2015
- Cross, B., (2015), "Fridge on the Fritz? When Lean Goes Wrong", QSB Insights, March 9, 2015
- Cross, B., (2015), "Blacks Was Photography", QSB Insight, June 15, 2015
- Cross, B., (2015), "Lean and the Duct Tape Conundrum", QSB Insight, January 23, 2015
- Cross, B., (2015), "The Power of Yet", QSB Insight, January 21, 2015
- Brohman, K. and Cross, B., (2015), "Effective Project Management Controls", QSB Insights, January 7, 2015
- Cross, B. and Brohman, K., (2014), "3 Signs You Desperately Need Project Leadership", QSB Insights, November 5, 2014
- Cross, B. and Brohman, K., (2014), "Project Leadership: Creating Value With An Adaptive Project Environment", CRC Press, July 7, 2014
- Cross, B. and Paquette, J., (2014), "Service Complexity and the Perils of Productization", January / February 2014, Ivey Business Journal
- Cross, B. (2013), "Storyboarding for Innovation", May 2013, QSB Insights
- Cross, B. (2013), "Lean Innovation: Getting to *Next*", May / June 2013, Ivey Business Journal; Also syndicated by IBM News, June 29, 2013
- Cross, B. (2012), "Lean Innovation: Understanding What's Next in Today's Economy", CRC Press, book, #1 Bestselling Business book in Globe and Mail (January 2013)
- Cross, B. (2011), "Service Complexity", Chapter in *Advances in Service Quality, Innovation and Excellence*, pp 381- 387, QUIS 12 Conference Proceedings. Cornell.
- Bonin, J. and Cross, B. (2010), "How To Manage Risk in a Global Supply Chain", Ivey Business Journal, Nov / Dec 2010
- Cross, B. (2010), "Service Complexity; Managing a House of Cards", Ivey Business Journal, May / June 2010 – *MOST READ ARTICLE* at IBJ as of January 2014
- Cross, B. (2009), "Planning Your Next Crisis", Ivey Business Journal, Nov/Dec 2009
- Cross, B. (1998), "Waiting Again", Ivey Business Quarterly, Vol 63, Number 1, Autumn 1998

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Cross, B. (1997), "Tricks of the Trade", Ivey Business Quarterly, Winter 1997

Cross, B. and Gordon, J. (1995) "Partnership Strategies for Market Success", Business Quarterly, Vol 60 Number 1, Fall 1995

**Journal Reviewer** 1-2 Journals reviewed each year since 2014 with International Journal of Operations and Production Management and California Management Review

**Cases & Teaching Materials** "Northern Electronics (A), (B) and (C)" (2008)

- Project Management, Supply Chain Management, Crisis Management

"309 Commerce Court" (2008)

- Real Estate Management

"The Tequila Headlamp" (2010)

- Project Management Case

"CanaPharm: Service Strategy" (2011)

- Service Strategy, Process Analysis

"Craig Mactavish and the Edmonton Oilers" (2012)

- Leadership and Execution Case

"Budget Rent-a-Car" (2014)

- Service Management, Strategy and Innovation Case

"Sports-Ageddon" (2015)

- Operations Strategy Case

**Conferences Attended, Speaker and Chair** QUIS 12 – International Symposium on Research in Service Excellence

- Ithaca, NY (June 2011)
- Paper presentation and Session Chair

Innovit – QSB Summit on Innovation

- Kingston (April 2011, March 2012, March 2013)
- Speaker, Moderator and Panelist

Production and Operations Management Society, Supply Chain Management

- Washington, DC (May 2015); Paper presentation (Service Strategy)
- Atlanta, Ga (May 2014); Paper presentation (Project Leadership)
- Denver, Co (May 2013)
- Chicago, Ill (May 2012); Paper presentation (Lean Innovation)

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- Vancouver, BC (May 2010)
- Orland, Florida (April 2009); Paper presentation (Service Ops)
- Austin, Texas (May 2007)

Canada's 50 Best Managed Companies Symposium

- Toronto, ON (February 2009); Speaker
- Toronto, ON (March 2011); Speaker

Association of Innovation Professionals

- Toronto, 2009, 2010; Speaker

Supply Chain Analytics, Practice and Technology Workshop

- Cincinnati, Ohio (November 2007)