

Vered Blass
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The Faculty of Management
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Home address: Givat Hayonim 5,
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Date and place of birth: 8/10/74, Israel

Military service: operations officer

Marital status& no. of Children: Married+2

Education

Period of study	Institution & department	Degree	Subject	Date Awarded
1996-2000	TECHNION - Israel Institute of Technology, Haifa, Israel	Bachelor of Science in Industrial Engineering and Management		July 2000
2004-2006	Donald Bren School of Environmental Science and Management, University of California, Santa Barbara	Master of Environmental Science and Management	Corporate Environmental Management Specialization	June 2006
2006-2009	Donald Bren School of Environmental Science and Management, University of California, Santa Barbara	Ph.D. in Environmental Science and Management	Industrial Ecology and Management	June 2009

Title of Master's Thesis

“End-of-Life Management of Cell Phones in the United States”

Names of Supervisor

Professor Roland Geyer

Title of Doctoral Dissertation

“Information, Decision-Making, and Corporate Eco-Efficiency: Three Essays”

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Names of Supervisors

Professor Magali Delmas and Professor Roland Geyer
 Other Committee members: Professor Charles Corbett
 and Professor Gary Hansen

Academic and Professional Experience**Academic Experience**

Spring 2006	Graduate Student Researcher, Donald Bren School of Environmental Science and Management, University of California, Santa Barbara, Environmental Management Practices Survey Summary Report with Associate Professor Magali Delmas
12/09 – 12/10	Visiting Researcher, Darden School of Business, University of Virginia, USA
01/10-12/11	Post Doctoral Researcher, Anderson School of Management, University of California, Los Angeles, USA
10/10-09/12	Researcher, The Alfred Akirov Institute for Business and Environment, The Leon Recanati Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel
10/12-present	Lecturer, The Leon Recanati Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel
08/14-present	Head of the innovations in industrial ecology lab, Tel Aviv University, Tel Aviv, Israel

Professional Experience

12/99 – 1/02	Industrial Engineer, Eshed Engineering & Consulting, Israel
4/02 – 10/04	Systems Engineer, Enviropro Inc., Chatsworth, CA
6/05 – 8/05	Intern, Israel Union for Environmental Defense (IUED), Tel Aviv, Israel

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- 10/09 – 09/13 Research Supervisor, Environmental Research Group, The Koret-Milken Foundation, Israel
- 01/10- current Partner, Brown and Wilmanns Environmental LLC. Santa Barbara, California, USA
- 10/2013 – current Founder, RosenProtest Green IT, Jerusalem, Israel

Professional and Volunteering Activities

Engineers without Borders – UCSB, Santa Barbara, CA (10/04 – 06/09)

- *Fall 2004 – Summer 2008*: Project Manager, water quality and solar energy projects for the community of Araypallpa, Peru.
- *Spring 2005 – Spring 2007*: President of the UCSB chapter. Responsibilities include leading the chapter development, manage officer's meetings, outreach, grant proposal's writing, and recruiting.
- *Summer 2007– Fall 2008*: development officer

Student Member of the Advisory Board of the Donald Bren School of Environmental Science & Management, University of California, Santa Barbara, 2008-2009

Student Member of the Faculty Search Committee on Energy and Resource Productivity Position, Donald Bren School of Environmental Science & Management, University of California, Santa Barbara, 2009

Engineers without Borders – Israel (01/10 – present)

Chair, Board of Directors; establish the national organization in Israel and provide guidelines to start-up chapters, faculty advisor of the TAU chapter.

Engineers without Borders – International (05/11-present)

Secretary, Board of Directors

Green Industry Platform, UNIDO (03/13-present)

Member of the Technical Expert Committee

Advisory Committee to the Minister and vice Minister of Finance, Israel (03/16-present)

Member

Public Advisory Committee to “Eretz Kayemet”, Recycling Corporation for Construction Waste, Israel (06/16-present)

Member

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Active Participation in Scientific Meetings

Attending

Life Cycle Management 2007 Conference, Zurich, August 2007

IEEE International Symposium on Electronics and the Environment, San Francisco, California, USA, May 2008

2009 Production & Operations Management Society Annual Conference, Orlando, Florida, USA, May 2009

International Society of Industrial Ecology 2009 Conference, Lisbon, Portugal, June 2009

2010 Production & Operations Management Society Annual Conference, Vancouver, Canada, May 2010

International Society of Industrial Ecology 2011 Conference, Berkeley CA, June 2011
NECTAR cluster 2 meeting, Dresden, Germany, February 2012

Gordon Research Conference on Industrial Ecology, Les Diablerets, Switzerland, June 2012

[avniR] 2012 LCA Conference, Lille, France, November 2012

Intentional Society for Industrial Ecology 2013 conference, South Korea, June 2013

The 41th annual conference of The Israel Society of Ecology and Environmental Science, Rechovot, Israel, October 2013

US-Israel Workshop On Industrial Ecology In Multi Scale Design And Construction Of Sustainable Built Environments, March 2014, Tel Aviv, Israel

European Conference on Complex Systems, Lucca, Italy, September 2014

Intentional Society for Industrial Ecology 2015 conference, UK, July 2015

The TAU-UCI Internet of Things 2025 Conference, Tel Aviv University, Israel, November 2015

The 2015 Israeli Geographical Association Conference, Jerusalem, Israel, December 2015

Gordon Research Conference on Industrial Ecology, Stowe, Vermont, USA, June 2016

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Organizing

Student Development Session, Gordon Research Conference on Industrial Ecology, Oxford, UK, August 2006

Student Session at the Sustainable Manufacturing V symposium, Rochester Institute of Technology, Rochester NY, September 2007

Professional Development Workshop at the 2009 Academy of Management Meeting, "Integrating Industrial Ecology Tools into Management Science Research and Practice", Chicago IL, August 2009

The First Symposium on Industrial Ecology for Young Professionals (SIEYP), Tempe AZ, May 2009

Symposium at the 2009 Academy of Management Meeting, "Creating a Sustainable Future: New Models", Chicago IL, August 2009

Decoupling and Resource Productivity Seminar, Tel Aviv University, Israel, November 2010

Workshop on Carbon Footprint in Supply Chains, June 2011, Berkeley, CA

Industrial Ecology Sessions in the 40th annual conference of The Israel Society of Ecology and Environmental Science, Tel Aviv Israel, October 2012

Discussion Leader, "How to Conceptualize a Sociologically Informed Industrial Ecology", Gordon Research Conference on Industrial Ecology, Stowe, Vermont, USA, June 2016

Academic and Professional AwardsInternal Grants

Year	Foundation	Title	Sum	Co-researchers	P.I.
2010-2011	Henry Crown Institute of Business Research in Israel, the Leon Recanati Graduate School of Business Administration, Tel Aviv University	Economic and Environmental Assessment of Refurbishing Strategies for Product-Service Bundles	22,000 shekels	Gal Raz, Anton Ovchinnikov	Vered Blass
2011-	Henry Crown Institute	When does it pay	22,000	Renato Orsato	Vered

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Year	Foundation	Title	Sum	Co-researchers	P.I.
2012	of Business Research in Israel, the Leon Recanati Graduate School of Business Administration, Tel Aviv University	to electrify the Auto-Mobility Sector?	shekels		Blass
2012-2013	Henry Crown Institute of Business Research in Israel, the Leon Recanati Graduate School of Business Administration, Tel Aviv University	Carbon Foot-Printing in Supply Chains: A Research Agenda	20,000 shekels	Charles Corbett	Vered Blass
2014	Henry Crown Institute of Business Research in Israel, the Leon Recanati Graduate School of Business Administration, Tel Aviv University	The Social Impacts of Product Design Choices in Primary and Secondary Markets under Regulation: A Life-Cycle Approach	20,000 shekels	Gal Raz, Cheryl Druehl	Vered Blass
2014	The Eli Hurvitz Institute of Strategic Management, Tel Aviv University	Case study write-up	35,000 shekels	Tzruya Chebach	Vered Blass
2015	Henry Crown Institute of Business Research in Israel, the Leon Recanati Graduate School of Business	The Shift to Servicizing: The End of Productism?	20,000 shekels	Tzruya Chebach, Morris Cohen	Vered Blass
2016	Henry Crown Institute of Business Research in Israel, the Leon Recanati Graduate School of Business	Environmental and Social Impacts of Remanufacturing in a Competitive Setting	20,000 shekels	Gal Raz, Anton Ovchinnikov	Vered Blass

External Grants

Year	Foundation	Title	Sum	Co-researchers	P.I.
2009	National Science Foundation GBET-0903619	"The First Symposium on Industrial Ecology for Young Professionals", May 17, 2009 Tempe, AZ, USA	\$37,886	Ming Xu, Roland Geyer	Braden Allenby
2010-2012	Ministry of Absorption, Israel,	Reintegration Grant	125,500 shekels		Vered Blass

Year	Foundation	Title	Sum	Co-researchers	P.I.
2010-2014	Marie Curie Action Reintegration Grant	Product End-of-Use Management Networks	€100,000		Vered Blass
2012-2013	The Ministry of Energy and Water, Israel	The Environmental Impact of Alternative Energy Sources for Transportation in Israel in 2020	64,883 shekels	Prof Shiftan Yoram	Vered Blass
2012-2015	European Commission	Servicizing Policy For Resource Efficient Economy	€420,000	Various institutions	Vered Blass as the academic project manager
2013-2014	The Ministry of Energy and Water, Israel	Diffusion of Mass E-Mobility and Integrating Renewable Energy in Smart Grids and Cities: Intelligent Agents for Efficient Energy Consumption	1,600,000 shekels	Vered Blass Yuval Portugali Amnon Meisels Roi Zivan	
2013-2014	The Ministry of Environmental Protection, Israel	Sustainable Product Criteria for Green Building in Israel	113,850 shekels	Vered Blass Efrat Kalmar	Vered Blass
2013-2014	Nekudat Chen	Servicizing Chemicals Inputs for the agri-food sector in Israel	17,700 US Dollars	Vered Blass Tzruya Chebach	Vered Blass
2014-2016	The Ministry of Energy and Water, Israel	Electrifying Public Transport In Complex Urban Systems: The Case Of Buses in The City	875,000 shekels	Vered Blass Yuval Portugali	Vered Blass
2015-2016	Nekudat Chen	Simultaneous interactions and the use of sources of information , views and the relation to adoption of environmental practices by farmers in the Arava region	65,000 shekels	Vered Blass Anat Tchechik Tzruya Chebach	Vered Blass
2016-2018	Israel Science Foundation	Consumer Preferences for Electronic Waste Collection	380,000 shekels	Vered Blass Anat Tchechik	Vered Blass Anat Tchechik

Fellowships and Prizes

AT&T Industrial Ecology fellowship 2006-2007 (with Roland Geyer), \$25,000

Bren School outstanding student Beth and Richard Rogers Prize 2008-2009, \$2,500

Membership in Professional Societies

International Society of Industrial Ecology (6/05 – Present)

Active member since spring 2005; president of the student chapter (2006-2007); Member of the society's financial committee (March 09-present); Newsletter Editor (October 10-present)

Academy of Management (07/08-present) - Member of the ONE division

Production & Operations Management Society (03/09 – present) - Member of the College for Sustainable Operations

Publications

Articles

Published

1. **Doctori Blass V.** and Ostrovsky G., (2008) "*Handling E-Waste in Israel*", Iyunim Periodical, Natural Resources & Environmental Management Department; University of Haifa, Israel
2. Delmas M. and **Doctori Blass V.** (2010) "*Measuring Corporate Environmental Performance: the Trade-Offs of Sustainability Ratings*", *Business Strategy and the Environment* 19: 245-260
3. Geyer R. and **Doctori Blass V.** (2010) "*The Economics of Cell Phone Reuse and Recycling*", *Journal of Advanced Manufacturing Technologies* 47:515-525, IF 1.071, 5-Year IF 1.263
[DOI 10.1007/s00170-009-2228-z](https://doi.org/10.1007/s00170-009-2228-z)
4. Raz G., Druehl c., **Blass V.** (2013) "*Design for the Environment: Life Cycle Approach Using a Newsvendor Model*", *Production and Operations Management Journal* 22(4): 940-957, IF1.759, 5-Year IF 2.387
5. Ovchinnikov A., **Blass V.**, Raz G. (2014) "*Economic and Environmental Assessment of Refurbishing Strategies for Product-Service Bundles*", *Production and Operations Management Journal*, 23(5): 744-761, IF 1.439, 5-Year 2.116
6. **Blass V.**, Corbett C., Delmas M., and Muthulingam S., (2014) "*Top Management and the Adoption of Energy Efficiency Practices: Evidence from Small and Medium-Sized Manufacturing Firms in the US*", *Energy Journal*, 65; 560-571, IF 1.772, 5-Year IF 2.338
7. Meorn N., **Blass V.**, Garb Y., Kahane Y., and Thoma G. 2016. "*Why Going beyond Standard LCI Databases is Important: Lessons From A Meta-Analysis of Potable Water Supply System LCAs*", *International Journal of Life Cycle Assessment*, 21: 1134.

8. Tchetchik A., Kaufman D. and **Blass V.** 2016. "Perceived scarcity, habits, environmental attitudes, and price sensitivity: How do they interact with preferences towards greywater systems?" *The Built Environment* (forthcoming)
9. **Blass V.** and Corbett C. 2016. "Same Supply Chain, Different Models: Integrating Perspectives from Industrial Ecology and Supply Chain Management", accepted to the *Journal of Industrial Ecology*
10. Encarnacao S., Santos F.P, Santos F.C, **Blass V.**, Jorge M. Pacheco J.M., and Portugali J. "Paradigm Shifts and the Interplay between State, Business and Civil Sectors", accepted to the *Royal Society Open Science Journal*

Submitted/ Under Revision

1. Raz G., Ovchinnikov A., **Blass V.** 2016. "Economic and Environmental Assessment of Remanufacturing in a Competitive Setting" submitted to *Transactions on Engineering Management*
2. **Blass V.**, Chebach T., Cohen M., "Can I Lease this Jeans? What to Consider When Considering to Servicize your Product?", under Revision for *HBR*
3. Orsato R., **Blass V.**, Ashkenazy A., "When Does it Pay to Electrify Automobility? Analyzing the Net Environmental Gain of Electric Vehicles Diffusion, under Revision for *Technological Forecasting & Social Change*

Book Chapters

1. DeJonghe N., **Doctori Blass V.**, and. Ramus C.A. (2009) "*Employees Ecoinitiatives: Case Studies of Two Ecoentrepreneurial Companies*", in *Frontiers in Eco- Entrepreneurship Research, Advances in the Study of Entrepreneurship, Innovation, and Economic Growth*, edited by Libecap G., Volume 20: 79-125
2. Blass V., Chebach T. Ashkenazy A., "Sustainable Raw Materials Management", in "*Sustainable Supply Chains*" edited by Yann Bouchery, Tarkan Tan, Jan Fransoo and Charles Corbett, Springer , DOI 10.1007/978-3-319-29791-0

Papers Presented in Scientific Meetings

Delmas M., Doctori Blass V., Shuster K., (2007) "Ceago Vinegarden: How Green is Your Wine? Environmental Differentiation Strategy through Eco-Labels", Case Study of the CA wine Industry, Life Cycle Management 2007 Conference, Zurich, August 2007

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Doctori Blass V. and Geyer R., (2008) "The Role and Value of Information for Supply Loop Management: Framework and Application for the End-of- Life Cell Phone Industry", IEEE International Symposium on Electronics and the Environment, San Francisco, California, USA, May 2008

Doctori Blass V. and Geyer R. (2009) "Measuring the Value of Information for Sustainable Product End-of-Life Management", 2009 Production & Operations Management Society Annual Conference, Orlando, Florida, USA, May 2009

Geyer R. and Doctori Blass V. (2009) "The Role of Displaced Production for Reuse and Recycling", International Society of Industrial Ecology 2009 Conference, Lisbon, Portugal, June 2009

Doctori Blass V. and Geyer R. (2009) "Product End-of-Life Management Networks", International Society of Industrial Ecology 2009 Conference, Lisbon, Portugal, June 2009

Doctori Blass V. and Geyer R. (2010) "Measuring the Economic and Environmental Value of Information for Sustainable End-of-Use Supply Chain Operation", 2010 Production & Operations Management Society Annual Conference, Vancouver, Canada, May 2010

Ovchinnikov A., Doctori Blass V., and Raz G. (2010) "Refurbishing Strategies for Cell Phone Service Providers: Economic and Environmental Assessment", Production & Operations Management Society 2010 Annual Conference, Vancouver, Canada, May 2010

Orsato R., Doctori Blass V., "When Does It Pay to Electrify Auto-Mobility?", presented at the International Society of Industrial Ecology 2011 Conference, Berkeley CA, June 2011

Ovchinnikov A., Doctori Blass V., Raz G., "Economic and Environmental Assessment of Refurbishing Strategies for Product-Service Bundles", presented at the International Society of Industrial Ecology 2011 Conference, Berkeley CA, June 2011

Blass V. and Orsato R., "When Does it Pay to Electrify Auto Mobility?" NECTAR cluster 2 Meeting, Dresden, Germany, February 2012

Bollinger A., Blass V. (2012), "Export, Metal Recovery and the Mobile Phone End-Of-Life Ecosystem", presented at the Third International Engineering Systems Symposium CESUN 2012, Delft University of Technology, 18-20 June 2012. Will also be published at the 'The Singapore Engineer' magazine.

Chebach T., Blass V., Orsato R. "Innovative Business models for Servicizing: a Typology", Intentional Society for Industrial Ecology 2013 conference, South Korea, June 2013

P. Bellinga, Blass V., Nikolic I., "Product End-of-Life Networks: ABM Approach", Intentional Society for Industrial Ecology 2013 conference, South Korea, June 2013

Blass V. and Corbett C., "Using LCA in Operations and Supply Chain Management Research: Vehicle for Advancing Interdisciplinary Research

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and Practice”, Intentional Society for Industrial Ecology 2013 conference, South Korea, June 2013

Blumenfeld-Lieberthal E., Blass V., Ofek E., Mahler U., Portugali J.” Spatial and Topological Diffusion of Electrical Vehicles in Urban Environment”, European Conference on Complex Systems, Lucca, Italy, September 2014

Blass V., Nikolic I., Bellinga P., “Product End-of-Life Networks: ABM Approach”, European Conference on Complex Systems, Lucca, Italy, September 2014”

Rosenstein L., Blass V., Garb Y., “A Material Flow Analysis in the Israeli E-waste System”, Intentional Society for Industrial Ecology 2015 conference, UK, July 2015.

P. Bellinga, Blass V., Nikolic I., Stienen R., “Agent Based Modelling Approach for Cell Phone End-of-Use Management”, Intentional Society for Industrial Ecology 2015 conference, UK, July 2015.

Stienen R., Tetchik A., Blass V., “Eliciting Consumer Preferences towards New Recycling Program: Advance Discrete Choice Modelling”, Intentional Society for Industrial Ecology 2015 conference, UK, July 2015.

Chebach T. and Blass V., “The Environmental Impact of Servicizing Agriculture: Case of Serviced IPM in the Arava Region”, Intentional Society for Industrial Ecology 2015 conference, UK, July 2015.

Benzion R., Blass V., Shiftan Y. “Energy Resources for Transportation in Israel 2020”, Intentional Society for Industrial Ecology 2015 conference, UK, July 2015.

Blass V. , “Redirecting the Economy to Green Growth: Industrial Ecology Perspective”, Invited speaker at the energy panel, the Gaidar Forum, Moscow, Russia, January 2016

Blass V. , “Green IoT”, Invited speaker at the TAU-UCI Internet of Things 2025 Conference, Tel Aviv University, Israel, November 2015

Blumenfeld-Lieberthal E., Blass V., Ofek E., Zvi L., Portugali J.” Diffusion of Electrical Vehicles in the City - Agent Based Modeling Approach”, the 2015 Israeli Geographical Association Conference, Jerusalem, Israel, December 2015

Chebach T., Tetchik A., and Blass V., “The inter-Relationship Between Knowledge Sources, Environmental Attitudes and the Choice of Environmental Practices amongst Farmers: The Case Study of Pepper Growers in the Arava”, Nekudat Chen Annual Conference, Israel, September 2016

Other Publications (Working papers, reports etc.)

1. Doctori Blass V. and Dinh M., (2006), Interdisciplinary Approach to A Multi-Phase Engineering Project for the Developing Community of Araypallpa, Peru, Conference proceedings, ASEE 2006, Chicago, IL
2. Doctori Blass V. and Fuji M. (2006), "The Cell Phones of Yesterday in Tomorrow's Waste Stream", Information Security and Product Destruction News, May-June 2006 Issue
3. Delmas M., Doctori Blass V., and Shuster K., (2006) Ceago Vinegarden: How Green is Your Wine? Environmental Differentiation Strategy Through Eco-labels, Case Study, Donald Bren School of Environmental Science and Management, University of California, Santa Barbara, CA
4. Doctori Blass V. and Geyer R., (2008) "The Role and Value of Information for Supply Loop Management: Framework and Application for the End-of- Life Cell Phone Industry", proceedings of IEEE International Symposium on Electronics and the Environment
5. Blass V. (2012) Book Review for the Journal of Industrial Ecology: "Closed-Loop Supply Chains: New Developments to Improve the Sustainability of Business Practices", edited by Mark E. Ferguson and Gilvan C. Souza
6. Blass V. (2012) Book Review for the Journal of Industrial Ecology: "Sustainable Strategies, when does it pay to be green?" By Renato Orsato
7. Blass V. (2012) Sustainable Raw Materials Management for the Israeli Industry, report for the Sustainability Outlook 2030 project, Israel
8. Blass V. (2013) Book Review for the Journal of Industrial Ecology: "The Oxford Handbook of Business and the Natural Environment" Edited by Pratima Bansal and Andrew J. Hoffman. Oxford: Oxford University Press, 2011 (forthcoming)