

REZA BAVAFA

Reza Bavafa is an adjunct Professor at the Marshall School of Business in the Departments of Management and Organization and the Department of Finance and Business Economics. With a strong academic foundation and industry expertise, he has designed and delivered curricula that bridge theory and real-world applications.

Reza Bavafa's professional expertise is in driving organizational success by developing effective strategies and ensuring their seamless execution.

Reza Bavafa's core competencies include:

- **Strategic Planning:** proven ability to develop long-term strategies that align with business goals, anticipate market shifts, and drive sustainable growth.
- **Consulting:** A trusted advisor to business executives, providing insights and recommendations that influence decision-making, improve operational efficiency, and enhance competitive positioning.
- **Strategic Outsourcing:** Expertise in evaluating, designing, negotiating, and implementing outsourcing strategies that optimize resources, reduce costs, and improve service delivery for global enterprises. These include managing cross-functional and cross-cultural teams, ensuring alignment with organizational objectives while fostering a collaborative and high-performance work environment.
- **Leadership Training:** Strong background in developing leadership programs that empower managers and executives to lead with confidence, fostering innovation and driving organizational change.
- **Public Speaking:** An accomplished speaker, with a history of delivering keynote addresses, seminars, and workshops on topics ranging from leadership and management to strategic business transformation.

EDUCATION

University of California, Riverside
California State University

MA and PhD, Economics
BA, Economics

EXPERIENCE

University of Southern California
2017-2024

Courses Taught:
Strategic Management
Macroeconomics for Business
Microeconomics for Business

USC Committees

USC Academic Senate, Committee on Finances
and Enrollment, 2020-2021
Part-Time Faculty Committee 2017-2019

M&R Consulting Services**2016-2023**

Provided strategic guidance to professionals aspiring to higher office, executive promotions, career transitions, and admission to top-tier graduate business schools. Leveraged expertise in personal branding, leadership positioning, and strategic communication to successfully advise candidates on crafting compelling narratives, optimizing their professional trajectories, and enhancing their competitive standing.

Lecturer**2015-2016**

Loyola Marymount University
MBA Program, College of Business Administration

IBM**1996 – 2015****Program Executive, Executive Leadership Enablement, IBM****2012 - 2015**

Planned and directed the development and implementation of the leadership program to augment IBM Executives' performance and business results.

- Designed and delivered seminars in Strategic Leadership and Competitive Analysis for IBM Global Executives.
- Improved client satisfaction scores from 80% to 84% by designing and implementing new integrated processes and metrics for measuring business unit performance.

IBM Program Executive, The Walt Disney Company**2007-2011**

- Led strategic outsourcing contract for Disney's Corporate, Theme Parks, and Studios Business Units, generating over \$20M in annual recurring revenue.
- Oversaw implementation of \$19M in new consulting projects that introduced innovation, enhanced operations, and attained IBM financial objectives, with delivery quality that exceeded Disney's expectations.
- Initiated contract renewal and led cross-functional proposal teams whose innovative solutions resulted in winning a new \$40M contract.

IBM Senior Program Manager, Nissan Motor Company**2002- 2006**

Led a large team of global consultants across U.S., Canada, Mexico, Brazil, India and China to deliver client-focused solutions that improved their operations and contributed to Nissan's profitability.

- Won and implemented consulting projects in Marketing, Consumer Affairs, Claims, Extended Service Warranty and Legal Departments.
- Directed the on-shore and off-shore support teams for the applications, data centers and enterprise server departments.

IBM Senior Program Manager, IBM Almaden Research, San Jose, CA**Jan- Dec 2001**

Designed processes to prepare and to convert research projects for commercial deployment.

IBM Executive Consultant, Kaiser Permanente **1998 – 2000**
Oversaw the development and deployment of one of the first electronic medical record systems in the U.S.

IBM Executive Consultant, Boeing **1996 – 1997**
Led multi-disciplinary teams of consultants to identify problems and recommend improvements for the IT support system of the C-17 Military Transport Aircraft.

AT&T, Manager, Strategic Planning **1990 – 1996**
Led the team that studied, recommended, and conducted cost-benefit analyses of emerging technologies, and acquisition of new companies.

OTHER EXPERIENCE

Keynote Speaker on Iranian Economy, UCLA Department of Middle Eastern Studies, 2015-2019
Guest Speaker on Iranian Economy, Andisheh TV, 2008-2020
Part-Time Lecturer, University of California, Berkeley **1986 - 1990**
Courses: Economics of Regulation; Financial Markets

COMMUNITY AFFILIATIONS

Palos Verdes Library Advisory Committee
Community Association of Palos Verdes Peninsula
Book Club—South Bay Book Club