

SARA REED

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ACADEMIC EXPERIENCE

University of Kansas, School of Business, Lawrence, KS August 2021 - Present
Assistant Professor in Analytics, Information, Operations (AIO)

EDUCATION

University of Iowa, Iowa City, IA August 2021
PhD in Applied Mathematical and Computational Sciences (AMCS)
Interdisciplinary Graduate College Program with research in Tippie College of Business
Dissertation: [Value of Autonomous Vehicles and Parking in Last-Mile Delivery](#)
Advisors: Dr. Ann Campbell and Dr. Barrett Thomas
Comprehensive Examination Date: February 2019
Defense Date: June 25, 2021

University of Iowa, Iowa City, IA May 2020
Graduate Certificate in College Teaching

University of Iowa, Iowa City, IA May 2018
MS in Mathematics

Simpson College, Indianola, IA April 2016
BA in Mathematics and Economics/Finance
Minor in Computer Science

PUBLICATIONS

Scherr, N., **Reed, S.**, Campbell, A., & Thomas, B. (2026) "[Policies for Dynamic Same-Day Delivery with Walking and Parking.](#)" *Transportation Research Part E: Logistics and Transportation Review*, 212:104898.

Reed, S. (2026) "[Parking in Routing Last-Mile Deliveries.](#)" *Encyclopedia in Operations Management* (1st ed., pp. 401–410). Elsevier.

Amaya, J. & **Reed, S.** (2025) "[Space Management Policy for Urban Last-Mile Parking Infrastructure: A Demand-Oriented Approach.](#)" *Transportation Research Part E: Logistics and Transportation Review*, 200:104185.

Reed, S., Campbell, A., & Thomas, B. (2024) "[Does Parking Matter? The Impact of Parking Time on Last-Mile Delivery Optimization.](#)" *Transportation Research Part E: Logistics and Transportation Review*, 181:103391.

Reed, S., Campbell, A., & Thomas, B. (2022) "[Impact of Autonomous Vehicle Assisted Last-Mile Delivery in Urban to Rural Settings.](#)" *Transportation Science*, 56(6):1530-1548.

Reed, S., Campbell, A., & Thomas, B. (2022). "[The Value of Autonomous Vehicles for Last-Mile Deliveries in Urban Environments.](#)" *Management Science*, 68(1):280-299.

Croson, C., Joslyn, L. & **Reed, S.** (2014). "[Determining Critical Locations in a Road Network.](#)" *SIAM Undergraduate Research Online (SIURO)*, Volume 7, DOI: 10.1137/13S012595.

Revision Preparation

Reed, S., Campbell, A., & Thomas, B. “Should Commercial Vehicles Double Park? Optimal Parking Decisions for Last-Mile Delivery in Urban Environments.”

Working Papers

Lash, M. & **Reed, S.** “Smart Parking in Last-Mile Delivery.”

Reed, S. & Chen, X. “Preemptive Depot Returns for Same-Day Delivery with Parking.”

- *Presentation abstract accepted to present at the [INFORMS TSL Conference 2026](#).*

Salamian, F., Campbell, A., & **Reed, S.** “Parking-Aware Routing for Last-Mile Delivery.”

HONORS

INFORMS Transportation Science and Logistics (TSL) Best Paper Award “The Value of Autonomous Vehicles for Last-Mile Deliveries in Urban Environments” Honorable Mention	2023
INFORMS TSL Dissertation Award Honorable Mention	2022
VeRoLog Doctoral Dissertation Prize Top 3 for 2021 Doctoral Dissertations	2021
Graduate Research Excellence Award (Mathematical Sciences) University of Iowa Office of the Vice President of Research	2021
Bayer Women in Operations Research Scholarship , First place Analytics Society of The Institute for Operations Research and the Management Sciences (INFORMS)	2020
INFORMS 2020 Student Chapter Annual Award , Cum laude President of University of Iowa Student Chapter	2020
Hawkeye Caucus Day , Student Representative of Graduate College, Des Moines, IA Discussions with state legislators regarding research accomplishments at the University of Iowa	April 2019
Dare to Discover Banner Campaign , Iowa City, IA Featured as a researcher and scholar from the University of Iowa with a banner in downtown Iowa City	January-March 2019
Doctoral Student Colloquium Participant INFORMS Annual Meeting	2018
Catharine Wegner Outstanding Mathematics Teaching Assistant Award University of Iowa Department of Mathematics	2018

PRESS COVERAGE

June 5, 2026. KU School of Business News: [What World Cup crowds could mean for parking and deliveries in the Kansas City region](#).

December 17, 2025. KU School of Business News: [KU Business faculty experts discuss: Last-mile delivery, transportation and parking](#).

April 2, 2024. When Experts Attack! Podcast: [The self-driving future of deliveries](#).

February 5, 2024. KU News: [Study examines strategies to improve effect of parking time on last-mile deliveries](#).

April 13, 2022. KU News: [Autonomous Vehicles Could Prove to be Future Model for Delivery Services, Study Finds](#).

August 2, 2021. INFORMS Press Release: [New Research Finds Autonomous Vehicles Can Reduce Delivery Times by 50%, Increase Public Parking in Urban Environments.](#)

November 17, 2020. University of Iowa Tippie College of Business Press Release: [Doctoral student wins Bayer Women in Operations Research Scholarship.](#)

July 9, 2020. University of Iowa *Tippie Magazine*: [Pairing autonomous delivery trucks with human delivery could save transportation companies millions.](#)

March 28, 2019. University of Iowa Graduate College: [Exploring Autonomous Deliveries.](#)

TEACHING EXPERIENCE

University of Kansas School of Business, *Primary Instructor*

Data Mining & Predictive Analytics Fall 2021, Fall 2022, Fall 2023, Fall 2024, Fall 2025
Data Analysis & Forecasting Spring 2022, Spring 2023, Spring 2024, Spring 2025, Spring 2026

Guest Lectures

University of Kansas School of Business

BSAN 740: Optimization and Prescriptive Analytics April 2025

Topic: Challenges and Opportunities in Routing Last-Mile Deliveries

Clemson University, College of Engineering, Computing and Applied Sciences

IE 4570/6570: Transportation and Logistics Engineering (Virtual) April 2023

Topic: Challenges and Opportunities in Routing Last-Mile Deliveries

University of Kansas, *Kansas Data Science Consortium*

Faculty mentor for undergraduate project in the Community Data Lab Spring 2023

University of Iowa Tippie College of Business

Head Teaching Assistant

Foundations of Business Analytics Spring 2020, Fall 2020

Teaching Assistant

Foundations of Business Analytics Fall 2018, Spring 2019

University of Iowa, Department of Mathematics

Head Teaching Assistant

Math Engineering I Fall 2017

Teaching Assistant

Math for Biological Sciences Spring 2017, Spring 2018

Math Engineering I Fall 2016

University of Iowa, *Teaching Practicum*

Linear Programming Spring 2020

Educational Psychology and Measurement Fall 2019

University of Iowa, *Graduate Mentor in Directed Reading Program*

Mathematical Programming Fall 2019

University of Iowa, *Math Tutorial Lab*

Fall 2016, Spring 2017, Fall 2017, Spring 2018

Simpson College, *Economics Undergraduate Teaching Assistant*

Principles of Economics 2014-2016

SERVICE

Editorial Advisory Board Member

Transportation Research Part E: Logistics and Transportation Review 2025 - present

Transportation and Logistics Early-Career North American Talent Workshop

Chair of organizing committee for inaugural workshop in 2025 2024 - 2025

INFORMS Transportation Science and Logistics (TSL) Society

TSL Best Student Paper Award Committee Member 2024, 2026-present
Scientific Community Member TSL Conference 2026
Session Chair: Innovations in Last-Mile Delivery INFORMS Annual Meeting 2025
Session Chair: Dynamic Decision-Making in Last-Mile Fulfillment INFORMS Annual Meeting 2024
Session Chair: Challenges from Parking in Last-Mile Delivery INFORMS Annual Meeting 2023
Scientific Community Member TSL Conference 2023
TSL PhD Student Coordinator TSL Conference 2023
TSL Cluster Chair 2023
Session Chair: Transportation Logistics for Social Good INFORMS Annual Meeting 2022
Session Chair: TSL Flash Sessions II INFORMS Annual Meeting 2022
TSL Cluster Vice-Chair 2022
Session Chair: Innovations in Urban Delivery INFORMS Annual Meeting 2019

INFORMS

Mentor for Women in Operations Research/Management Science INFORMS Annual Meeting 2025
Panelist Minority Issues Forum (MIF) Undergraduate Student Workshop 2024
Judge in poster competition INFORMS Annual Meeting 2023
Mentor in Amazon SCOT Program INFORMS Annual Meeting 2021

University of Kansas School of Business

Chair of organizing committee for AIO Case Competition 2025 - present
AIO Representative on Figure Sense Committee 2024 - present
Faculty Mentor in the Multicultural Business Scholars Program 2022 - present
Chair of Business Analytics Major Curriculum Committee 2023 - 2025
Speaker in KU Summer Venture in Business 2022, 2023, 2024
Judge in Analytics and Information Systems Data Science Competition 2023

Simpson College

Career panelist at the Midwest Undergraduate Mathematics Symposium 2023

INFORMS Student Chapter, University of Iowa Tippie College of Business

President Fall 2019, Spring 2020

Math Graduate Board, University of Iowa

Vice Chair 2019
Heartland Chair 2018
Joint Mathematics Meeting Funding Committee 2017, 2018

Sonia Kovalevsky High School Mathematics Day, University of Iowa

Co-Organizer 2019
Volunteer 2017, 2018

Society for Industrial and Applied Mathematics (SIAM) Chapter, University of Iowa

Secretary 2018-2019

Reviewer

Reviewer for *Computers & Industrial Engineering*
Reviewer for *EURO Journal on Transportation and Logistics*

Reviewer for *European Transport Research Review*
Reviewer for *Flexible Services and Manufacturing Journal*
Reviewer for *IISE Transactions*
Reviewer for *INFORMS Journal on Computing*
Reviewer for *International Journal of Production Research*
Reviewer for *International Transactions in Operational Research*
Reviewer for *International Symposium on Transportation and Traffic*
Reviewer for *Management Science*
Reviewer for *Manufacturing & Service Operations Management*
Reviewer for *Production and Operations Management*
Reviewer for *Service Science*
Reviewer for *Transport Policy*
Reviewer for *Transportation Business & Management*
Reviewer for *Transportation Research Part B*
Reviewer for *Transportation Research Part C*
Reviewer for *Transportation Research Part E*
Reviewer for *Transportation Science*
Reviewer for *Transportmetrica A: Transport Science*
Reviewer for *Triennial Symposium on Transportation Analysis* conference
Reviewer for *Utilities Policy*

PRESENTATIONS

Conference Oral Presentations

Reed, S. (October 2025). Should Commercial Vehicles Double Park? Optimal Parking Decisions for Last-Mile Delivery in Urban Environments. INFORMS Annual Meeting, Atlanta, GA.

Reed, S. (October 2024). Smart Parking in Last-Mile Delivery. INFORMS Annual Meeting, Seattle, WA.

Reed, S. (October 2023). The Value of Autonomous Vehicles for Last-Mile Deliveries in Urban Environments. TSL Best Paper, Honorable Mention. INFORMS Annual Meeting, Phoenix, AZ.

Reed, S. (October 2023). Optimal Parking and Reservation Decisions for Last-Mile Delivery. INFORMS Annual Meeting, Phoenix, AZ.

Reed, S. (October 2022). Optimal Parking Strategies for Last-Mile Delivery. INFORMS Annual Meeting, Indianapolis, IN.

Reed, S. (October 2022). Value of Parking and Autonomous Vehicles for Last-Mile Delivery. TSL Best Dissertation Award Session. INFORMS Annual Meeting, Indianapolis, IN.

Reed, S. (October 2021). Does Parking Matter in Routing Last-Mile Deliveries? INFORMS Annual Meeting, Anaheim, CA.

Reed, S. (October 2021). Does Parking Matter in Routing Last-Mile Deliveries? 6th Annual Meeting of SIAM Central States Section, Virtual.

Reed, S. (November 2020). Value of Autonomous Vehicles on the Urban-Rural Continuum. INFORMS Annual Meeting, Virtual.

Reed, S. (October 2019). Last Mile Delivery using Autonomous Vehicles. INFORMS Annual Meeting, Seattle, WA.

Reed, S. (November 2018). The Impact of Parking on the Use of Autonomous Vehicles. INFORMS Annual Meeting, Phoenix, AZ.

Boxell, L. & Reed, S. (January 2015). Finding NAIRU: Estimating Non-accelerating Inflationary Rate of Unemployment. Joint Mathematics Meeting, San Antonio, TX.

Reed, S. (September 2014). Finding NAIRU: Estimating Non-accelerating Inflationary Rate of Unemployment. Simpson College Undergraduate Research Symposium, Indianola, IA.

Invited Oral Presentations

Reed, S. (October 2024). Smart Parking in Last-Mile Delivery. Kansas State University, Manhattan, Kansas.

Reed, S. (May 2024). Value of Real-Time Parking Information for Routing Last-Mile Delivery. Odysseus 2024, Carmona, Spain.

Reed, S. (April 2024). Challenges and Opportunities in Routing Last-Mile Deliveries. Guest Lecture in Transportation and Logistics Course, Clemson University, Virtual.

Reed, S. (October 2023). Impact of Parking on Last-Mile Delivery Operations. Dean's Advisory Board Meeting, University of Kansas School of Business, Lawrence, KS.

Reed, S. (July 2023). Optimal Parking Strategies for Last-Mile Delivery. TSL Conference 2023, Loyola University, Chicago, IL.

Reed, S. (April 2023). Does Parking Matter? The Impact of Parking Time on Last-Mile Delivery Optimization. Alumni Keynote Speaker for the Midwest Undergraduate Mathematics Symposium, Simpson College.

Reed, S. (February 2023). Does Parking Matter? The Impact of Parking Time on Last-Mile Delivery Optimization. University of Indianapolis, Virtual.

Reed, S. (July 2021). Does Parking Matter in Routing Last-Mile Deliveries? INFORMS Transportation Science and Logistics Workshop, Virtual.

Reed, S. (October 2019). Last Mile Delivery using Autonomous Vehicles. EMC Insurance, Innovation Lab Seminar, Des Moines, Iowa.

Reed, S. (October 2019). Autonomous Vehicles: Future of Delivery? Heartland Talk, Truman State University.

Reed, S. (October 2019). Autonomous Vehicles: Future of Delivery? Heartland Talk, Simpson College.

Reed, S. (May 2019). Benefits of Autonomous Vehicles in Urban Delivery. PhD Workshop on Advances in Operations Research Applied to Transportation and Logistics, Loyola University.

Reed, S. (April 2019). Optimization of Package Delivery. Heartland Talk, Grinnell College.

Reed, S. (March 2019). Optimization of Package Delivery. Heartland Talk, Cornell College.

Conference Poster Presentations

Reed, S. (October 2019). Last Mile Delivery using Autonomous Vehicles. INFORMS Annual Meeting, Seattle, WA.

Croson, C., Joslyn, L. & Reed, S. (April 2014). Determining Critical Locations in a Road Network. Midwest Undergraduate Mathematics Symposium, Indianola, IA.

Croson, C., Joslyn, L. & Reed, S. (January 2014). Determining Critical Locations in a Road Network. Joint Mathematics Meeting, Baltimore, MD.

Seminar Oral Presentations

Reed, S. (January 2024). Value of Reserved Parking for Commercial Last-Mile Delivery in Urban Environments. Department of Economics Seminar, University of Kansas.

Reed, S. (April 2023). Should I Stay or Go? Or Reserve? A Stochastic Parking Problem for Last-Mile Deliveries Continuum. Center for Business Analytics Research (CBAR) Seminar, University of Kansas School of Business.

Reed, S. (October 2020). Value of Autonomous Vehicles in Last-Mile Delivery on the Urban-Rural Continuum. Guest Lecturer Seminar Series, Department of Business Analytics, University of Iowa.

Reed, S. (June 2020). The Value of Autonomous Vehicles in Last-Mile Delivery. Applied Mathematical and Computational Sciences (AMCS) Day, University of Iowa.

Reed, S. (April 2020). Linear Programming in Excel. Applied Math Student Seminar, University of Iowa.

Reed, S. (March 2019). Optimization of Package Delivery. Graduate and Undergraduate Student Seminar (GAUSS), University of Iowa.

Reed, S. (February 2019). An Optimal Solution to Autonomous Vehicle Delivery in Urban Environments. Applied Math Student Seminar, University of Iowa.

Reed, S. (November 2018). The Impact of Parking on the Use of Autonomous Vehicles. Applied Math Student Seminar, University of Iowa.

GRANTS

Ballard and Seashore Dissertation Fellowship University of Iowa Graduate College	Spring 2021
Student Impact Grant University of Iowa Office of the President and University of Iowa Center for Advancement Project: INFORMS Iowa Student Chapter Knowledge Cafe	Fall 2020
Graduate College Post-Comprehensive Research Fellowship University of Iowa	Fall 2019
Outreach and Engagement Micro Grant University of Iowa Office of Outreach and Engagement Project: Sonia Kovalevsky High School Mathematics Day	2019
Graduate College Presentation Travel Funds Graduate Student Senate (GSS)	2018, 2019
Math Graduate Board Travel Fund	2018, 2019
Graduate College Iowa Recruitment Fellowship University of Iowa	2016-2020

PROFESSIONAL AFFILIATIONS

INFORMS, Member

INFORMS Transportation Science and Logistics (TSL) Society, Member

INFORMS Women in OR/MS, Member

INDUSTRY EXPERIENCE

Table to Table , Iowa City, IA Routing of Food Rescue Operations	January 2019-July 2021
Wellmark Blue Cross Blue Shield , Des Moines, IA IT Training and Development Intern	Summer 2015
Sammons Financial Group , West Des Moines, IA Actuarial Science Intern, Product Development	October 2013-April 2014
Simpson College , Indianola, IA Information Technology Services Work Study	June 2012-October 2013

OTHER UNDERGRADUATE EXPERIENCES

Study Abroad Experience , Northern Italy Studied the challenges and opportunities of enterprises in Northern Italy	May 2015
Lafayette College , Easton, PA Research Experience for Undergraduates (REU) Project: Finding the Natural Rate of Unemployment	Summer 2014
Simpson College , Indianola, IA Research Experience for Undergraduates (REU) Project: Determining Critical Locations in a Road Network	Summer 2013