Faculty Lecturer Bios

2017

Bruin Woods
Neil Garg
(June 24 – June 27)

Neil Garg is a Professor in the Department of Chemistry and Biochemistry at UCLA. Prior to joining the faculty at UCLA, Neil received his B.S. in Chemistry from New York University, followed by his PhD from the California Institute of Technology. He subsequently spent two years as an NIH Pathway to Independence Fellow at UC Irvine before beginning his independent career at UCLA in 2007. Neil maintains a world-renowned organic chemistry research laboratory devoted to the discovery of new chemical reactions, the understanding of how organic molecules react, and the chemical synthesis of biologically important molecules that may ultimately benefit human health. Neil also relishes the opportunity to teach students at the graduate and undergraduate levels. He serves as Faculty-in-Residence and lives with his wife, Lindsey, and children, Elaina, Kaylie, Andy, and Brendan, amongst the UCLA student body. Neil has received awards such as a Guggenheim Fellowship, the UCLA Gold Shield Faculty Prize, the US Professor of the Year Award for the state of California, and the Higher Education Teaching Award from the Royal Society of Chemistry.

Sunday in Iris: Organic Chemistry 101
It’s not as bad as you might think! Learn the basics of organic chemistry and hear about countless examples of organic chemistry all around us.

Monday in Iris: The Forefront of Education and Discovery
A discussion of modern educational and research initiatives taking place at UCLA and in my laboratory.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Organic Chemistry Music Videos
Watch music videos created by UCLA students (yes, about organic chemistry!) and discuss the merits of this classroom assignment.
Dr. Heather Christofk is an Associate Professor of Biological Chemistry and Molecular & Medical Pharmacology at UCLA. She is Co-Director of the Signal Transduction and Therapeutics Research Program at the UCLA Jonsson Comprehensive Cancer Center, and is Co-Director of the UCLA Metabolomics Center. Dr. Christofk earned a B.S. in Molecular, Cell and Developmental Biology at UCLA in 2001, and a PhD in Cell and Developmental Biology at Harvard in 2007. Her research focuses on the metabolic differences between cancer cells and normal cells, and ways to target cancer metabolism for therapeutic benefit. Dr. Christofk is a leader in the field of cancer metabolism and regularly speaks at national and international meetings on the topic. She is a Searle Scholar, a recipient of the Damon Runyon-Rachleff Innovation Award, the NIH Director’s New Innovator Award, and an American Cancer Society Research Scholar Award. Dr. Christofk is accompanied at Bruin Woods by her husband, Brad Hively, who also went to UCLA, and their three kids: Maya (7), Bennett (4), and Parker (4).

Sunday in Iris: Cancer’s Sweet Tooth
An introduction to cancer metabolism – the altered metabolism of cancer cells.

Monday in Iris: Starving Cancer to Block Tumor Growth
A description of current efforts to target the altered metabolism of tumors as a cancer treatment strategy.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: From Alopecia to Zika
Interesting roles of metabolism in human health and disease.
Glenn Reinman is a Professor in the Department of Computer Science at UCLA, where he has been a faculty member since 2001. Glenn received a B.S. in Computer Science and Engineering from the Massachusetts Institute of Technology (MIT) in 1996, and a PhD and an M.S. in Computer Science from UCSD in 2001 and 1999 respectively. Glenn’s primary research interests lie in Microprocessor Design, Mobile Augmented Reality, Computational Genomics, Graphics Processing, and Neuromorphic Hardware, and he has authored close to 100 publications in these areas. Glenn is currently one of the technical leads of the Center for Domain Specific Computing, a multi-university Center sponsored by the National Science Foundation. The Center is dedicated to enabling challenging applications through a holistic approach of custom computing, and Glenn leads the hardware development in this Center. Glenn has received numerous teaching awards, including the coveted Professor of the Year award from our student Engineering Society and his class evaluations are always among the top in his department. Glenn has an amazing wife, (Terry), and two energetic children, (Justin and Julia).

Sunday in Iris: The New Wild West: Keeping your Family and Identity Safe on the Internet
In this lecture, I cover the basics of safety in the Cloud, from blocking questionable sites to the security of technologies that maintain your personal information.

Monday in Iris: The Next Revolution in Computing
In this lecture, I explore emerging technologies in computing that have the potential to transform our way of life, including self-driving cars, personalized medicine, and more.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Listen to your Mother (Nature): How We Can Use Biology to Improve Engineering
In this lecture, I discuss the many ways scientists and engineers are turning to nature to improve their designs, including the human brain and sense organs, DNA, insect communication, and self-healing devices.
Professor David Ravetch has been a UCLA faculty member for over twenty-seven years. He is passionate about teaching and has won numerous teaching awards. He has been named “Favorite Accounting Instructor,” as voted by the accounting students, as well as, “Most Recommended Instructor,” as voted by students, campus wide. In the spring of 1995, the California Society of Certified Public Accountants, Committee on Accounting Education awarded him their 1995 Faculty Merit Award, which recognizes excellence in teaching.

When he first began teaching at UCLA, the current Undergraduate Accounting program was in its infancy stages. Under his direction, there were course initiatives and an expansion of offerings. In the fall of 1995, under his guidance and direction, the Accounting Minor was the first approved minor at UCLA. At that time, he was named as the Director of the Undergraduate Accounting Program by the Anderson School.

In addition to his love of teaching, he has a passion for music. He plays the piano, guitar, and clarinet. He has written many musicals: musicals for children and musicals about academic life and the public accounting profession, which have been performed at the annual UCLA Accounting Awards banquets.

**Wednesday in Iris: Sub-Optimal Spending**
Many people have a hard time evaluating how much something is worth to them, or even whether they will still like it in the future. People rely on heuristics like equating price and quality or avoiding extreme options. We will also discuss ideas meant to correct such biases and help people spend their money more wisely.

**Thursday in Iris: Classical Music is Everywhere**
**BRAND NEW EXAMPLES!!!!** For the hour, we will examine how well-known beloved classical themes are used in film, television, chart topping pop tunes, and Broadway. I have something familiar, something peculiar, something for everyone, A Concert Tonight!! . . .starring Victor Borge; Hugh, Phil, Billy, Mel, Anita, Sergei Impersonator, Neil, and Bond, James Bond.

**Thursday in Lakeview: Faculty Lecturer Discussion**

**Friday: Mistakes Investors Make**
We will discuss many errors people make in investing their money. These include trading too much, excessive extrapolations, active management, the disposition effect, naïve diversification, the familiarity bias, myopic loss aversion, regret aversion, money illusion, neglecting fees and taxes, and housing decisions.
Dr. Maria Blandizzi serves Student Affairs and the campus as Dean for Students, a role she assumed in July, 2014. In this position, one special responsibility involves a review of the current organization and functional orientation of the Office of the Dean of Students with an eye toward bringing the office into a more prominent role in supporting academic success, monitoring campus climate issues, and encouraging productive collaborations and initiatives to enhance the campus experience for all students. She supervises a number of functions related to student welfare and support, including our Case Management Services and the Consultation and Response Team, the Economic Crisis Response Team, the Office of Student Conduct, the Lesbian Gay Bisexual Transgender Resource Center, Fraternity and Sorority Life, and Parent and Family Programs. She is constantly focused on addressing the complex issues impacting student services and programs, campus climate, and community relations. Maria is committed to serving students pursuing higher education and has spent her entire professional career working within the University of California system, having served in professional roles at UC Irvine, UC San Francisco, UC Office of the President, and of course, UCLA. She earned her Bachelor’s degree at UC Irvine, her M.A. at Teacher’s College, Columbia University, and her Ed.D. in Educational Leadership at the University of Southern California.

Sunday in Iris: Free Speech – What’s the Universities Role?
Free speech has once again become a highly charged issue on college campuses where protests frequently have interrupted, and in some cases halted, appearances by polarizing speakers. Alt-right provocateur Milo Yiannopoulos’ tour of colleges across the country drew protestors off and on campus, and sparked violence at our sister campus in the north – the birthplace of the free Speech Movement 50 years ago. University officials cancelled his scheduled appearance in February at Berkeley and days later he cancelled his visit to UCLA. The way the altercations on campus were characterized by the media and in a growing national public debate frustrated many students. On one side, we receive increasing demands to censor hateful, disrespectful expression to ensure our campus is a welcoming and inclusive learning environment for all students. On the other hand, traditional free speech advocates assert that the recent demands for censorship coddle students and are a threat to open and free inquiry. Come and engage in the discussion that will aim to highlight the context and complicated nuances of the situations playing out on college campuses across the country.

Monday in Iris: How to Succeed in College – Tips from the Dean of Students
Our students, as they come into their adulthood, begin to develop their emotional readiness, their academic readiness, and “adulating” skills to succeed in college and beyond. When these skills are not developed, we see a student unravel in any number of ways during their collegiate years. I’ll share my observations that I and my campus colleagues have in working with our current generation of students. I will offer take-aways, otherwise known as “exposure tasks” for you to think thru with your emerging adult that will help them begin to more fully develop in preparation for college. Exposure tasks help students develop strategies for coping with possible challenges and assertively get their needs met, or manage circumstances that do not go the way they wished. For example, we may ask perfectionist to turn in an imperfect assignment so that they learn to tolerate the anxiety – that it was not so bad after all, that the outcome does not define them and that the incident did not propel catastrophic consequences, as they might have predicted. Let’s engage in discussion together, as fellow parents, as we each aspire to set our children up for success during the college years.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Learning and Motivation Theories – How to Get Excited about Topics that Bore You
As I have discovered from both personal experience and research, it is possible to learn to like – even learn to love – subject areas that look boring or that you once loathed. In today’s fast-changing business environment, the ability to develop new passions is particularly important. I will discuss learning and motivational theories and offer options for further developing motivation.
Craig Fox, Ph.D.
(July 25 – August 1)

Craig Fox is Harold Williams Professor of Management and Professor of Psychology and Medicine at UCLA. He is also chair and co-founder of the Behavioral Decision Making Area at the UCLA Anderson School. Dr. Fox’s research investigates judgement and decision making under uncertainty, using surveys, laboratory and field experiments, analysis of archival data, and brain imaging. He also applies insights from behavioral economics and social psychology to improve health and financial decisions. Fox received a Ph.D. and M.A. in Experimental Psychology from Stanford University, where he was mentored by Amos Tversky, and a B.A. in Economics and Psychology from the University of California at Berkeley, where he was mentored by Daniel Kahneman. Dr. Fox is founding co-editor of the journal Behavioral Science & Policy Association. He is former President of the Society for Judgement and Decision Making. Professor Fox has taught courses at the MBA, Executive, and Ph.D. levels on decision making, strategy, negotiation, leadership, and dynamic management. He has been at UCLA since 2003, and has also taught courses at Stanford, Northwestern, Duke, and Columbia Universities. Fox lives in Santa Monica with his two children, who attend the UCLA Lab School, and his wife Gülden, who teaches at USC.

Sunday in Iris: Risky Decisions
Most decisions – such as whether to invest in stocks or bonds, go to court or settle, or have an operation – must be made without knowing in advance how they will turn out. In this talk I’ll introduce you to the behavioral science of decision making under risk and uncertainty. I’ll provide several demonstrations of systematic biases that stop us from being fully rational, and discuss how to improve decision making, with special attention to investment decisions.

Monday in Iris: Healthy Decisions
Health care decisions can be a matter of life and death. In this talk I’ll discuss how insights from behavioral economics and social psychology can be leveraged to “nudge” doctors to make better decisions on our behalf. For instance, I’ll show how behavioral insights can be used to combat “superbugs”, reduce hospital-borne infections, and bring down the cost of health care.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Happy Decisions
Ultimately, the quality of our lives is determined by the decisions we make. In this talk, I’ll draw on the science of decision making and well-being to examine surprising ways in which our intuitions about what makes us happy are misguided. For example, when and why do money or marriage or youth make us happy? When do we remember past activities as better or worse than we originally experienced them? Along the way I’ll derive some lessons for making better decisions for a happier life.
Josh Feldman is the Vice President and Co-Head of Storytelling at Hasbro, where he runs feature film development for Hasbro Studios and Hasbro’s movie label, Allspark Pictures, working on both live-action and animated properties. He also works closely with Hasbro Studios’ TV development team. In 2016, he was named by Variety Magazine as one of the ‘New Leaders in Hollywood’. He recently oversaw the TRANSFORMERS writers room at Paramount, collaborating with Academy Award-winning screenwriter Akiva Goldsman to develop 10 original TRANSFORMERS films (the first of which, THE LAST KNIGHT, opens in June 2017, and the second, BUMBLEBEE, opens in June of 2018). He also oversees the development of the ‘Hasbro Universe’ at Paramount, which will bring together Hasbro’s action properties in one collective Universe. He’s also producing MONOPOLY at Lionsgate, with Seth Gordon directing; PLAY-DOH at Fox, with Paul Feig directing; and an original action-comedy, BLACKFRIARS, at Lakeshore with Lee Toland Kreiger directing. In 2017, Josh independently produced the feature animated adaptation of Hasbro’s biggest girl’ property, MY LITTLE PONY, which Lionsgate is releasing worldwide in October. In television, Josh is currently in production on a series based on Hasbro’s “STRETCH ARMSTRONG” (debuts on Netflix in the Fall of 2017), Hasbro’s “MICRONAUTS”, as well as three series based on Hasbro’s biggest boy’s property, “TRANSFORMERS”. Outside his work at Hasbro, Josh has found success as a screenwriter, having co-written one script that appeared on the 2013 Hollywood Blacklist, and another that sold to CBS Films. Feldman also teaches film development in both the undergraduate and graduate film schools at University of California, Los Angeles, where he earned an MFA in Producing in 2008. During his time in the Producing Program he produced an Emmy-winning short film, “Lucy: A Period Piece,” and he is also a Cum Laude graduate from University of California, San Diego.

Sunday in Iris: From Idea to Screen: Feature Film Development 101
Where do movies come from? How do ideas become films? How do bad films come from good ideas? In this lecture, we’ll discuss the nuts and bolts of feature film development, examining the hidden process employed by Hollywood studios to bring ideas to life.

Monday in Iris: The Same but Different: The Hidden Structure of Stories
Every story has a beginning, a middle, and an end. These three components, reshuffled endlessly, form the basis of every great story told. But when we take a closer look, we begin to discover most great stories share even more DNA. This lecture will examine the story structure underlying movies, deconstruct some of the world’s most beloved films, and discuss the basic elements needed to use this simple formula to create something new.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Not Just Kid’s Stuff: How Animation is Made
Animation has become one of the most dominant mediums in all of popular entertainment. With singular animated films grossing as much as $1 billion dollars at the worldwide box office, there’s no denying their cross-audience appeal. This lecture will provide a brief overview of the animation process, from scripting, to storyboarding, to cast recording, to production. This lecture will draw heavily from Josh’s experience producing the upcoming feature animated film, MY LITTLE PONY: THE MOVIE (releasing later this year.)
Joe Olivieri
(August 8 – August 15)

Professor Joe Olivieri is head of the undergraduate Acting Program in the Department of Theater at UCLA. Before joining the faculty at UCLA he was head of the MFA and BFA Acting Programs at West Virginia University. He is a member of SAG-AFTRA and Actors Equity Association and has acted in television and on stage. His regional theater credits include Denver Center Theater, PCPA Theaterfest, San Jose Repertory Company, Pittsburgh’s City Theater, Carnegie Mellon Showcase of New Plays and the American Conservatory Theater, where he received an MFA in Acting. He is a founding member of Pacific Resident Theater in Venice, CA where he directed several award winning productions. Joe is the author of Shakespeare without Fear: A User-Friendly Guide to Acting Shakespeare as well as FLIXACTING: Illustrating Acting Skills through Film Performance, a media-rich e-textbook, co-authored with his wife, actress/educator Catherine Telford.

This series of lectures is entitled “Exploring Hollywood Film Genres.” We’ll watch film clips from three major film genres, which will be interspersed with lecture and question/answer. We’ll explore the facets and categories of each genre as well as how and why these genres have changed and evolved over the decades. Film clips from the silent era and 1930’s through present will be viewed.

Sunday in Iris: Movie Musicals
We will view and discuss Musical film clips from the 1930’s to the present, from Top Hat to Les Miserables.

Monday in Iris: Epic Films
We will view and discuss Epic film clips from the 1930’s to present, from Mutiny on the Bounty to Lincoln.

Monday in Lakeview: Faculty Lecturer Discussion

Tuesday in Iris: Film Comedy
We will view and discuss Comedy film clips from the silent era to the present, from Buster Keaton’s The General to Woody Allen’s To Rome with Love.

Lecture 1 is not a prerequisite for understanding lectures 2 or 3. Guests are welcome to attend any or all of the lectures.
Albert Carnesale is Chancellor Emeritus and Professor Emeritus at UCLA. He was Chancellor at UCLA from 1997 to 2006 and continued as a professor of Public Policy and of Mechanical and Aerospace Engineering through 2015. His research and teaching continue to focus on public policy issues having substantial scientific and technological dimensions; he is the author or co-author of six books and more than 100 articles on a wide range of subjects, including national security strategy, arms control, nuclear proliferation, domestic and international energy issues, and higher education.

Carnesale chaired the National Academies Committees on NASA’s Strategic Direction, on America’s Climate Choices, on Nuclear Forensics, and on U.S. Conventional Prompt Global Strike; and was a member of the Obama Administration’s Blue Ribbon Commission on America’s Nuclear Future and of the Secretary of Energy’s Advisory Board. He is a member of the National Academy of Engineering, the Council on Foreign Relations, and the Pacific Council on International Policy. He is a Fellow of the American Academy of Arts and Sciences and the American Association for the Advancement of Science. In addition, he serves on the Board of Directors of Harvard University’s Belfer Center for Science and International Affairs and of Amicrobe, Inc.

Prior to joining UCLA, Carnesale was at Harvard for 23 years, serving as Lucius N. Littauer Professor of Public Policy and Administration, Dean of the John F. Kennedy School of Government, and Provost of the University. He holds a bachelor’s and master’s degrees in Mechanical Engineering (Cooper Union), a master’s degree in Mechanical Engineering (Drexel University), and a Ph.D. in Nuclear Engineering (North Carolina State University).

Wednesday in Iris: National Interests and National Security

Thursday in Iris: Challenges to U.S. National Security in the Decade Ahead

Thursday in Lakeview: Faculty Lecturer Discussion

Friday in Iris: Enduring Challenges to U.S. National Security
Elisabeth Honka
(August 22 – August 29)

Assistant Professor of Marketing, Elisabeth Honka, joined the UCLA Anderson faculty in 2015 after spending four years as an assistant professor at the University of Texas in Dallas’ Jindal School of Management. Her research interests include consumer search and, empirical industrial organization across a variety of sectors, including financial services such as auto insurance and retail banking. Honka’s research interests date back to her time as a Ph.D. student at the University of Chicago Booth School of Business where she earned her doctorate in 2010. Taking a class on empirical IO while also purchasing her first car, fueled her interest in consumer search. I had just purchased my first car, and had done price quoting for insurance,” she says “Going through the process of obtaining price quotes for auto insurance showed me that the auto insurance industry would be an excellent context to study consumer search and led to a paper I wrote during my second year. From there, my interest increased and I wrote my dissertation on that subject.” In the classroom, Honka teaches pricing for UCLA Anderson’s full-time MBA program and quantitative methods to UCLA Anderson’s Ph.D. students.

Shopping for Financial Services
How and what companies advertise, how consumers behave, tips for better shopping, etc.

Consumption of Digital Entertainment
(Online Streamed Movies): binge watching (how much, how often), effects of binge watching related to media franchise engagement, how do consumers pick the movies they watch online and what influences their decisions, etc.

Health Effects of Marketing Activities
Does mobile internet make us depressed? Do club stores make us fat?
Alan Castel
(August 29 – September 2)

Alan Castel is an Associate Professor in the Department of Psychology at the University of California, Los Angeles. His research focuses on how cognition changes with age and the degree to which people are aware of their memory ability (a form of metamemory). He is particularly interested in how younger and older adults can selectively remember important information, and how ability is influenced by attentional and metacognitive processes. He conducts research with people across the lifespan, and gains insight about development and cognitive aging from experimental methods, structured and informal interviews, and personal interaction. He has published over 50 research papers and book chapters, was recognized as a “Rising Star” by the Association for Psychological Science, received the Springer Early Career Achievement Award in Research on Adult Development and Aging from the American Psychological Association, and also serves on several editorial boards. His work has been featured in various media outlets, including the New York Times and AARP. He received his PhD from the University of Toronto in 2004, completed a post-doctoral fellowship at Washington University in St. Louis, and has been a faculty member in the Department of Psychology at UCLA since 2006. Currently, he is working on a book about “Successful Aging.” He lives, and attempts to successfully age, in Los Angeles, California, with his wife and children.

Memory Accuracy and Memory Distortions: What’s Your Name Again?
Why are names so hard to remember? Is memory always an accurate and reliable representation of the past? In this lecture, I will outline the basic operations that can lead to good memory, but also false memory. We will cover methods to remember names, and also when and why names are easily forgotten. While memory can be enhanced in certain ways, we can also alter or distort our recollection of the past, based on other related experiences, and this has implications for classroom learning, eyewitness testimony and how memory changes with age.

Memory and Aging: The Good, The Bad and the Unknown
Memory changes with age, but with age comes wisdom. In this lecture, I will discuss what aspects of memory change (and not just decline!) with age, what memory mechanisms become more/less efficient with age, how goals change with age, how wisdom may enhance memory, and how/why older adults can selectively remember important information. I will also discuss useful mnemonics and retrieval exercises that can help us all remember, and how exercise and testing can enhance memory.

Eyewitness Memory: Can You Always Trust it?
Emotional events can often be very vivid, and we can recall details from years ago. However, in some situations, eyewitness memory may not provide a complete or accurate account of the past. Memory can be modified and distorted based on how and when we are asked to retrieve information. Our own beliefs (and perceptions of how memory works/fails, a form of metamemory) can influence what we recall, and overconfidence. I will discuss reasons for
overconfidence/underconfidence, and how to improve the recall of past events using context and powerful mnemonic strategies.