

6/13/12

FARHAD SABETAN, Ph.D.

4090 Peregrine Way
Pleasanton, California 94566
United States

(925) 548-9818 Work
(925) 484-2914 Home
farhad.sabetan@csueastbay.edu

Summary of Professional Experience

- **Ten years of academic experience teaching graduate and undergraduate courses in Economics and Business**
- **Sixteen years of industry experience as a research economist, expert witness and policy analyst**
- **Five years of international experience as a policy advisor**
- **Two years of public advocacy experience as a business manager and regulatory analyst**
- **Two years of economic consulting experience**

EDUCATION

Ph.D. Economics; University of California, Davis, 1990.

Specialization: Public Finance, Economic Development, and Monetary Theory.

Dissertation: *Demand for Toll Telecommunications Services: A Continuous/Discrete Approach*

M.A. Economics; California State University, East Bay, 1980; Magna Cum Laude.

Specialization: Microeconomics, Public Finance

B.A. Economics, Minor in Mathematics; California State University, East Bay, 1979;

Magna Cum Laude.

RESEARCH PROJECTS

Wholesale Pricing Policy: A Proposal before the California Public Utilities Commission,
Testimony on Wholesale Pricing, Pacific Bell, April, 1997.

Rank Ordered Logit Models: A tool for testing consumer preferences, Working Paper, Pacific Bell, Quantitative Economic Analysis District, September 1994.

Ordered Probit Model Applications in Telecommunications, Working Paper, Pacific Bell, Quantitative Economic Analysis District, June 1993.

Optimal Non-uniform Pricing, Working Paper, Pacific Bell, Product Economics and Public Policy Analytics Department, October 1992.

Demand for Optional Discount Plans in Telecommunications, Working Paper, Pacific Bell, Product Economics and Public Policy Analytics Department, March 1991.

ACADEMIC EXPERIENCE

Lecturer (1983-Present, various years)

California State University, East Bay (1983-1984, 2006-Present)

Diablo Valley College (2006-2008)

Chabot College (2006-2007)

DeVry University (2006)

Solano Community College (2005-2006)

Golden Gate University (1988-1989)

Areas of Concentration: Teaching Economics, Business, Quantitative Methods

Responsibilities:

Taught graduate and undergraduate courses including Microeconomics, Macroeconomics, Econometrics and Forecasting, Economics of Regulation, Economic Development, Corporate Finance, Managerial Economics, and Introduction to Business. Some courses were online or hybrid online and onsite.

ECONOMIC AND PUBLIC POLICY

Economic Consultant (June 2010-Present)

Responsibilities:

- Providing economic consulting to small and medium size businesses on strategic pricing, business development, market entry, competitive analysis, regulatory analysis, market research and other areas of quantitative analysis.

SBC Long Distance: Director, Marketing Support (1998-2000)

SBC Communications: Director, Strategic Pricing and Telecom Policy (1996-1998)

Pacific Bell: Director, Data and Video Product Economics District (1995-1996)

Pacific Bell: Director, Quantitative Economic Analysis (1992-1995)

Pacific Bell: Senior Financial Manager (1988-1992)

Pacific Bell: Economic Analyst (1986-1988)

Areas of Concentration: Telecommunications Policy, Regulatory Analysis, Market Research, Economic Analyses, Financial and Project Management.

Responsibilities:

- **Supervision:** Supervised and trained a team of Economists, Forecasters, Market Research Managers, Econometric Modelers, Competitive Intelligence Analysts, and Systems Managers, in support of the Marketing Department at SBC Long Distance. Also supervised a staff of ten financial managers, analysts, and forecasters in the Data/Video Product Economic District at Pacific Bell/SBC in California, and prior to that supervised a staff of five economists and operations research specialists in the Quantitative Economic Analysis District at Pacific Bell.

- **Technical Writing:** Prepared written and oral testimony as an economics subject matter expert on telecommunications pricing policy before the California Public Utilities Commission.
- **Market Research:** Conducted consumer market research and survey analyses in conjunction with demographic and psychographic customer purchase behavior, and prepared reports for company officers.
- **Economic Analysis:** Designed and tested econometric models for access, toll, data services, custom calling features, and other telecommunications products for the purpose of measuring price elasticities, optimal pricing design, simulation of market behavior, strategic pricing analysis, and competitive market share analyses.
- **Forecasting:** Prepared volume and revenue forecasts for a variety of products and services at different levels of complexity. This included simple trend analysis and sophisticated cross-sectional and time-series econometric analysis.
- **Financial Management:** Prepared variance analysis, revenue and profitability analyses, and competitive market share analysis measuring its impact on revenues and costs.
- **Project Management:** Managed economic and financial projects dealing with the merger of Pacific Bell and Southwestern Bell Corporation including market integration, product integration, consumer and market segmentation analysis.

INTERNATIONAL EXPERIENCE

Bahá'í World Centre, Desk Officer (2000-2005)

Areas of concentration: Public Policy Analysis, Human Rights, Technical Writing, Diplomatic Work, Media Relations.

Responsibilities:

- **Advisor:** Senior Aide to members of the governing council of the Bahá'í Faith, an international non-governmental organization, providing expert advice on economic, legal, political, social, and cultural trends in the Middle East.
- **Policy Analysis:** Preparation and recommendation of policies and strategies in defense of human and social rights of Bahá'ís in Iran. Drafted policy recommendations and monitored its implementation in various international fora.
- **Diplomatic Work:** Trained external affairs representatives in Europe and North America on cases of violation of the rights of Bahá'ís for the purpose of presentation to international authorities.
- **Human Rights:** Monitored and presented, in seminars as well as to the staff, various cases of violation of basic human rights in Iran and other Middle Eastern countries.
- **Online University:** Worked with technical experts to launch an online and open university for students deprived of their right to higher education.

PUBLIC ADVOCACY

Director of Strategic Planning (2008-2010)

Responsibilities:

- Development of strategies to enhance efficiency in various departments.
- Review of each department's objective and evaluation of consistency with the overall organizational vision.
- Working closely with the CFO and Comptroller to ensure operational integrity in light of the current economic crisis.
- Evaluation of the organization's work force and proposing optimal allocation for various departments.
- Performing duties of the Spokesperson for the Bahá'í International Community

Behavioral Health Care and Vocational Program: *Business Manager* (2006-2007)

Areas of Concentration: Financial Management, Health Economics, Training, Information Systems Analysis.

Responsibilities:

- **Health and Labor Economics:** Managing and coordinating the economics and financial operation of the vocational program including economic research on housing subsidies and employment programs for clients with mental disabilities.
- **Financial Management:** Preparation of the department's annual budget; tracking, monitoring, and forecasting revenues and expenses, and preparing variance analysis; overseeing the financial aspects of contracts with the state and federal governments.
- **Project Management:** Creating, managing and maintaining, confidential client databases. Providing computer training to rehabilitation counselors on data mining and client information systems.

California Public Utilities Commission: *Regulatory Analyst* (1984-1986)

Areas of Concentration: Project management, Forecasting, Public Policy.

Responsibilities:

- **Public Policy:** Introduced the concept of total factor productivity for inclusion in regulated utilities rate case proceedings and managed its measurement and application in general rate cases.

- **Forecasting:** Modeled short-run and long-run econometric forecast of demand for energy in California and provided written and oral testimony before the California Public Utilities Commission.
- **Project Management:** Prepared reports on energy conservation methods and Demand Side Management.

Presentations/Publication:

North American Association for Bahá'í Studies, 1995, *An exploration in the Political Economy of Global Prosperity*, San Francisco, California. Published in the *Journal of Bahá'í Studies*, 1996, and published in *Circle of Oneness*, 2001.

American Statistical Association, 1995, *Comparison of Conjoint Analysis and Ordered Probability Models*, Mountain View, California.

National Telecommunications Forecasting Conference, 1994, *Ordered Probit Model Applications in Telecommunications*, Boston, Massachusetts.

National Telecommunications Demand Analysis Conferences, 1994, *Rank Ordered Logit Models: A tool for testing consumer preferences*, San Diego, California.

National Exchange Carrier Association, 1993, *Random Coefficient Modeling of Pooled Time-Series and Cross-section Data*, Phoenix, Arizona.

Awards: Outstanding Academic Achievement Awards, California State University, East Bay, 1979 and 1980.