

GARY K. HUNTER, PHD

Associate Professor of Marketing
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Department of Marketing
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EDUCATION

- Ph.D. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, 1999
- Business: Marketing (Empirical Modeling); full merit-based scholarship.
- M.B.A. University of Tennessee, Knoxville, 1993
- Marketing & Finance; full merit-based scholarship.
- B.S. United States Military Academy, West Point, NY, 1985
- Civil Engineering & Life Sciences; full merit-based scholarship.

ACADEMIC APPOINTMENTS

- Clemson University (CU)** **Clemson, SC** **2014-present**
Associate Professor of Marketing, College of Business and Behavioral Science
- Case Western Reserve University (CWRU)** **Cleveland, OH** **2007-2014**
Assistant Professor of Marketing, (9-year tenure track), Weatherhead School of Management
- Accepted appointment and promotion to CU including better compensation for research and salary.
- Florida International University (FIU)** (6-year tenure track) **Miami, FL** **2004-2007**
Assistant Professor of Marketing, Chapman Graduate School of Business.
- Accepted appointment to CWRU including better compensation for research and salary.
- Arizona State University (ASU)** (6-year tenure track) **Tempe, AZ** **1999-2004**
Assistant Professor of Marketing, W.P. Carey School of Business
- Accepted appointment to FIU faculty including better compensation for research and salary.

HONORS, AWARDS, & HIGHLIGHTED ACHIEVEMENTS

- 2015 Faculty initiate, Delta Sigma Pi, professional business fraternity, Clemson University.
- 2014 Conference Co-Chair, American Marketing Association (AMA) Winter Educators Conference.
- 2014 LinkedIn Top Recommended Gold Status
- 2014 Invited scholar, Thought Leadership on Sales Profession Conference, Columbia Business School.
- 2013 Faculty Fellow, AMA Faculty Consortium in Sales: New Horizons, Fort Worth, TX.
- 2012 Invited scholar, Thought Leadership on Sales Profession Conference, Harvard Business School.
- 2010 Best paper for contributions to sales management practice, Marvin A. Jolson Award (*JPSSM* '09).
- 2010 Invited scholar, Research Symposium, Baylor's Center for Professional Selling, 25th Anniversary.
- 2008 Best paper published in 2007, Excellence in Research Award, AMA Sales SIG (*JM* '07).
- 2008 Best paper for contributions to sales theory and methods, James M. Comer Award. (*JPSSM* '06)
- 2008 Invited scholar, Erin Anderson B2B Invitational Research Symposium, The Wharton School.
- 2007 Faculty Fellow, AMA Faculty Consortium in Sales: New Horizons, Orlando, FL.
- 2004 Reviewer of the year, *Journal of Personal Selling and Sales Management*.
- 2004 Best paper in Marketing Research track, AMA's Summer Educators' Conference.
- 1998 Best paper in Sales and Sales Management track, AMA's Summer Educators'.
- 1993 Inducted into Phi Kappa Phi and Beta Gamma Sigma honor societies as graduate student.

Over 10 years of corporate (Procter & Gamble and PepsiCo) and military (US Army) marketing, sales, and leadership experience and results are summarized on the final page of this curriculum vitae.

RESEARCH INTERESTS

Sales Technology—including sales-based customer relationship management (CRM) & sales force automation (SFA) processes and tools, Strategic Account Management, Customer Business Development (CBD), Marketing and Sales Strategy, Negotiations, Relationship Marketing, Procurement, Structural Equation Modeling, Multilevel Modeling, Latent Class Models, Survey Research.

RESEARCH

REFEREED JOURNAL PUBLICATIONS

Google Citations: 382 total, h-index=7; i10=6; a/o: 11/06/15

See [Google Scholar Profile](#) for more details

Hunter, Gary K. and Nikolaos Panagopoulos (2015) “Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance,” *Industrial Marketing Management*, 50(10), 162-179. Authors listed alphabetically for equal contributions.

Hunter, Gary K. (2014), “Customer Business Development: Identifying and Responding to Buyer-Implied Information Preferences,” 43 (7), 1204-1215, *Industrial Marketing Management*. Special issue on broadening research on key account management.

Alvarez, Cecilia M.O., Peter R. Dickson, and Gary K. Hunter (2014), “The Four Faces of the Hispanic Consumer: An Acculturation-Based Segmentation,” *Journal of Business Research*. 67 (2), pp. 108–115,

Bradford, Kevin, Goutam N. Challagalla, Gary K. Hunter, and William C. Moncrief (2012), “Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts,” *Journal of Personal Selling and Sales Management*, 32, 1 (Winter), 41-56. Authors listed alphabetically for equal contributions

- *JPSSM's 30th Anniversary Special Issue.*

Bradford, Kevin, Steve Brown, Shankar Ganesan, Gary Hunter, Vincent Onyemah, Rob Palmatier, Dominique Rouzies, Rosann Spiro, Harish Sujana, and Barton Weitz (2010), “The Embedded Sales Force: Connecting Buying and Selling Organizations,” *Marketing Letters*, 21, 3 (September), pp. 239-253. Authors listed alphabetically for equal contributions. Seventh most cited paper in *Marketing Letters* since 2010.

- Special issue based on Erin Anderson Invitational B2B Research Symposium held at the Wharton School at the University of Pennsylvania.

Dickson, Peter R., Walfried Lassar, Gary Hunter, and Samit Chakravarti (2009), “The Pursuit of Excellence in Process Thinking and Customer Relationship Management,” *Journal of Personal Selling and Sales Management*, 29, 2 (Spring), pp. 111-124, lead article.

- **2010 Marvin A. Jolson Award as best paper** for contributions to sales practice.

Hunter, Gary K. and William D. Perreault, Jr. (2007), “Making Sales Technology Effective,” *Journal of Marketing*, 71, 1 (January), pp. 16-34.

- **2008 Excellence in Research Award** from the American Marketing Association’s Selling and Sales Management Special Interest Group as **best paper for 2007**.

Hunter, Gary K., Michele D. Bunn, and William D. Perreault, Jr. (2006), "Interrelations among Key Aspects of the Organizational Procurement Process," *International Journal of Research in Marketing*, 23, 2 (June), pp. 155-170.

Hunter, Gary K. and William D. Perreault, Jr. (2006), "Sales Technology Orientation, Information Effectiveness, and Sales Performance," *Journal of Personal Selling and Sales Management*, 26, 2 (Spring), pp. 95-113, lead article.

- **2007 James M. Comer Award for best paper** for contributions to sales theory and methods.

BOOK CHAPTER ON PRIMARY SUBSTANTIVE RESEARCH DOMAIN

Hunter, Gary K. (2011), "Sales Technology," The Oxford Handbook of Strategic Sales and Sales Management, 1st Edition, Chapter 16, Oxford University Press, pp. 426-456, eds. David Cravens, Ken Le Meunier-FitzHugh, and Nigel Piercy. ISBN-13: 978-0199569458.

DOCTORAL DISSERTATION

Hunter, Gary K. (1999), "Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets," doctoral dissertation, University of North Carolina at Chapel Hill. UMI Dissertation Services, 197 pp., Advisor: William D. Perreault, Jr.

PUBLICATIONS IN CONFERENCE PROCEEDINGS (COMPETITIVE PAPER TRACKS)

Dixon, Deirdre, Richard J. Boland, James Gaskin, Michael R. Weeks, Gary K. Hunter (2015), "In Extremis Leadership: Full Mental Jacket," *Academy of Management Meeting*, Philadelphia, PA, August 5, 2014.

Liozu, Stephan, Richard Boland, Andreas Hinterhuber, Gary K. Hunter, Antoinette Somers, (2012) "The Organizational Design for Pricing and Its Consequences on Relative Firm Performance" *Academy of Management Meeting*, Boston, MA, August 6, 2012.

Panagopoulos, Nikolaos and Gary K. Hunter (2009), "Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective," *American Marketing Association Winter Educators' Proceedings: Excellence in Marketing Research-Striving for Impact*, eds. Chris White and Kristy Reynolds, Chicago: American Marketing Association, Vol. 20, pp. 158-159. Presented in Chicago, IL, February 21, 2009.

Hunter, Gary K. (2007), "Omitted Latent Biasing Factors," abstracted in *American Marketing Association Summer Educators' Proceedings: Enhancing Knowledge Development in Marketing*, eds. J. Mohr and R. Fisher, Chicago: American Marketing Association, Chicago: American Marketing Association, Vol. 18, pp. 27-28. Presented in Washington, DC, August 4, 2007.

- **Best paper** in premier conference's competitive paper track (Marketing Research).

Hunter, Gary K. (2004), "Boundary Blurring Theory and the Strategic Management of Business to Business Relationships," *American Marketing Association Summer Educators' Proceeding: Enhancing Knowledge Development in Marketing*, eds. K. Bernhardt, J.S. Boles, and P.S. Ellen, Chicago: American Marketing Association, pp. 338-339. Presented in Boston, MA, August 9, 2004. Updated version presented at AMA Winter Educators' Conference in Austin, TX, February 17, 2008.

Hunter, Gary K., William D. Perreault, Jr., and Gary M. Armstrong (1998), "Sales Technology, Selling Smart, and Sales Performance in Business Markets," *American Marketing Association Summer Educators' Proceedings: Enhancing Knowledge Development in Marketing*, eds. R. Goodstein and S. MacKenzie, Chicago: American Marketing Association, pp. 1-2. Presented at Boston, MA, August 16, 1998.

- **Best paper** in premier conference's competitive paper track (Sales Management).

SELECTED WORK-IN-PROGRESS

Hunter, Gary K. and Nikolaos Panagopoulos, "Customer Centric Sales Cultures," data collected, manuscript in preparation for submission to the *Journal of Marketing*.

Hunter, Gary K. and Richard A. Gooner, "Boundary-Blurring Theory and Category Management," manuscript in preparation for submission to the *Journal of Marketing*.

Hunter, Gary K., Douglas E. Hughes, and Wyatt Schrock, "Persuasion and Trust in B2B Exchanges," conceptualized and at funding/host firm proposal stage, targeted to *Journal of Marketing*.

Hunter, Gary K. "Specification Tests for Bias in Systems of Simultaneous Equations," manuscript under revision to include Monte Carlo simulations, in preparation for submission to *Structural Equation Modeling*.

Hunter, Gary K, Eli Jones, Jeff B. Murray, "Sales Technology Use Styles," conceptualized and at funding/host firm proposal stage, targeted to *Journal of Marketing*.

RESEARCH PRESENTATIONS (AND PANELS) AT ACADEMIC CONFERENCES

Hunter, Gary K. , "Understanding What Recruiters Want" as part of a panel on "Developing Marketing Students that Industry Wants: Maximal Impact, Reasonable Efforts," (with Kenneth Evans, Eli Jones, Mary Anne Raymond, Robert M. Peterson, Andrea Dixon, and Lora Tu), American Marketing Association, Summer Educators Conference, Chicago, IL, August 15, 2015.

Hunter, Gary K. and Thomas J. Steenburgh, "Hot Topics for Research in Marketing," Doctoral Student Special Interest Group, American Marketing Association, Winter Educators Conference, Orlando, FL, February 22, 2014.

Hunter, Gary K. and Javier Marcos-Cuevas, "Strategic Account Management," session leaders, AMA Faculty Consortium in Sales: New Horizons in Professional Selling and Sales Management, Texas Christian University, Fort Worth, TX, June 13, 2013.

Bradford, Kevin, Goutam N. Challagalla, Gary K. Hunter (presenter), and William C. Moncrief, "Strategic Account Management: Conceptualizing, Integrating, and Extending the Domain from Fluid to Dedicated Accounts," Academy of Marketing Science Annual Conference, pre-conference session, AMS 40th Anniversary, Miami, FL, May 23, 2011.

Hunter, Gary K., "Advancing Selling and Sales Management Research," panel of sales scholars, AMA Faculty Consortium in Sales: New Horizons in Professional Selling and Sales Management, Orlando, FL, July 12, 2007.

Hunter, Gary K. and William D. Perreault, Jr., "Sales Technology and Producer-Retailer-Consumer Relationships in the Packaged Goods Channel," Special Session on B2B2C Exchanges: Old Question, New Directions, American Marketing Association Winter Educators' Conference, Scottsdale, AZ, February 6, 2004.

PRESENTATIONS AT FACULTY RESEARCH SEMINARS

Hunter, Gary K., "A Theory on Interests-Based Boundary Management and Its Implications," Clemson University, Department of Marketing, Internal Research Seminar Series, March 25, 2015.

Hunter, Gary K., "A Statistical Testing Procedure and Potential Remedies for Omitted Latent Factor Effects in Systems of Simultaneous Equations," Clemson University, Department of Marketing, Internal Research Seminar Series, March 11, 2015.

Hunter, Gary K. "Commitment to Technological Change, Sales Force Intelligence Norms, and Sales Performance,"

- Clemson University, College of Business and Behavioral Sciences, October 28, 2013.
- West Virginia University, Marketing Faculty/ PhD Seminar Series, October 24, 2013.
- University of Arkansas, Research Seminar Series, Sam M. Walton College of Business, April 15, 2013.

Hunter, Gary K., "Moderating Norms and the Interactive Effects of Three Components of Commitment in Sales-Based CRM Implementations," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, May 11, 2012.

Hunter, Gary K., "An Overview of Multi-level Modeling Theory and Application," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, July 15, 2011.

Hunter, Gary K., "Empirical Insights on the Interactive and Quadratic Effects of Key Dimensions of Customer Centric Selling," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, March 12, 2010.

Hunter, Gary K., "The Moderating Effects of Customer-Centric Culture on the Psychological Mechanisms of Change in Sales Technology to Performance Relationships," Erin Anderson Invitational B2B Research Conference, Wharton School, University of Pennsylvania, Philadelphia, PA, October 18, 2008.

Hunter, Gary K. "Managing Sales Technology-Related Change Mechanisms: A Commitment and Coping Perspective," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, October 3, 2008.

Hunter, Gary K., "Boundary Blurring Theory and the Management of Intra-organizational Relationships," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, December 14, 2007.

Hunter, Gary K., "Making Sales Technology Effective and Beyond," CWRU, Weatherhead School of Management, MAPS Research Seminar Series, May 4, 2007.

Hunter, Gary K. "Relationship-Forging Tasks and Sales Technology in Business Markets,"

- Florida International University, College of Business Administration, February 3, 2004.
- University of Houston, Marketing Faculty Consortium, November 6, 2002.
- University of Arizona, Arizona Marketing Faculty Consortium, March 22, 2002.
- Emory University, Goizueta Business School, September 21, 2001.

Hunter, Gary K. "Sales Technology, Relationship-Forging Tasks, and Sales Performance in Business Markets,"

- University of Minnesota, Carlson School of Management, Oct. 28, 1998.
- University of Memphis, Fogelman College of Business, Oct. 22, 1998.
- Arizona State University, W.P. Carey School of Business, Oct. 15, 1998.
- University of South Carolina, Moore School of Business, Oct 8, 1998.
- Louisiana State University, E.J. Ourso College of Business, Sept. 24, 1998.
- Case Western Reserve University, Weatherhead School of Management, Sept. 20, 1998.
- North Carolina State University, College of Management, Sept. 18, 1998.
- University of North Carolina, Kenan-Flagler Business School, Aug. 20, 1998.

TEACHING

TEACHING INTERESTS

Undergraduate: Personal Selling and Sales Management, Sales Leadership, Basic Marketing, Marketing Strategy, Marketing Analytics, Marketing Research, Digital Marketing, Marketing and Innovation, Entrepreneurial Marketing

MBA: Marketing Management MBA Core, Sales Management, Business Marketing, Brand Management, Negotiation, Sports Business, and Marketing Analytics

Doctoral: Structural Equation Modeling, Marketing Strategy Seminar, B2B Marketing, Marketing Theory, and Research Methods

TEACHING EXPERIENCE: COURSES TAUGHT (# SECTIONS; UNIVERSITY)

Undergraduate-level

- | | | |
|----|---------------------------------|-----------------------------|
| 1) | Professional Selling | (2 sections, CU; 1 ongoing) |
| 2) | Intermediate Marketing Mgt. | (6 sections; ASU) |
| 3) | Sales Management | (5 sections; UNC & FIU) |
| 4) | Basic Marketing | (3 sections; CWRU & FIU) |
| 5) | Personal Selling and Sales Mgt. | (1 section; CWRU) |

Masters-level

- | | | |
|----|---------------------------|---|
| 1) | * MBA Marketing Core | (29 sections; CWRU, ASU, FIU & CU; 1 ongoing) |
| 2) | Sales Management | (4 sections; FIU) |
| 3) | * Business Marketing | (1 section; CWRU) |
| 4) | * Brand & Product Mgt. | (1 section; CWRU) |
| 5) | Negotiation | (1 section; FIU) |
| 6) | Marketing Analytics | (1 section; CWRU) |
| 7) | Sports Business Practicum | (1 section; ASU) |

Doctoral-level

- | | | |
|----|----------------------------------|---------------------------|
| 1) | * Structural Equation Modeling | (2 sections; CWRU) |
| 2) | Doctoral dissertation committees | (11 students, ASU & CWRU) |

Note for teaching experience: An "*" above preceding the course name indicates prior nomination(s) for teaching awards.

UNDERGRADUATE HONORS THESES COMMITTEES

- 1) Director, Michael Beshara (2002), Arizona State University, Honors College.
- 2) Director, Chris Burke (2001), Arizona State University, Honors College
- 3) Third Reader, Nermine Mansour (2001), Arizona State University, Honors College.

METHODS ADVISOR: DOCTORAL QUANTITATIVE RESEARCH PROJECT REQUIREMENT

Weatherhead School of Management, Case Western Reserve University, Executive Doctorate of Management (DM) and PhD program, numerous students, 2011-present.

DOCTORAL DISSERTATION COMMITTEES

- 1) Donald St. Clair, (DM, CWRU, 2016, expected, ongoing), “Emotional Drivers of Sales Performance ,” (working title), Methods Advisor, Chair: Richard J. Boland Jr.
- 2) Deirdre Dixon, “Staying Alive: A Theory of *In Extremis* Leadership,” (PhD, Management, CWRU, 2014), Committee Member, Chair: Richard J. Boland Jr.
- 3) Emily Amdurer, “Positive Transformation in the Face of Adversity: The Development of a Measure of Workplace Posttraumatic Growth” (PhD, Organizational Behavior, CWRU, 2014), Committee Member, Chair: Diane Bergeron.
- 4) Donna Haeger, “The Significance of Influence in Our Current Work Environment: Understanding and Exploring the Shift and Emergent Domains,” (PhD, Management, CWRU, 2014), Committee Member, Chair: Tony Lingham.
- 5) Milagros Pereyra-Rojas, “A Theoretical, Empirical, and Practical Approach to Academic Knowledge Production and Job Satisfaction: The Role of Academic Alignment,” (PhD, Management, CWRU, 2014), Committee Member, Chair: Tony Lingham.
- 6) Ellen Van Oosten, (PhD, Organizational Behavior, CWRU, 2013), “The Impact of Emotional Intelligence and Executive Coaching on Leader Effectiveness,” Committee Member, Chair: Richard E. Boyatzis.
- 7) Stephan M. Liozu (PhD, Management, CWRU, 2013), “Designing Sustainable Firm’s Organizational Pricing Systems for Superior Performance,” Committee Member, Chair: Richard J. Boland Jr.
- 8) Stuart Strolin, (DM, CWRU, 2009) “Persuasion-Trust Theory and its Implications for B2B Selling,” Advisor.
- 9) Ganesh Kumar, (DM, CWRU, 2009) “Unraveling Adaptive Selling: An Empirical Analysis of Underlying Relational Behaviors,” Advisor.
- 10) John Eaton, (PhD, Marketing, ASU, 2002) “Market Orientation and Performance: A Multi-stakeholder Study,” Committee Member, Chair: Michael P. Mokwa.
- 11) Gabriel Gonzalez, (PhD, Marketing, ASU, 2001) “Isolating the Role of Knowledge Acquisition and Use in Managing Customer Relationships,” Committee Member, Chair: Michael D. Hutt.

SELECTED EXECUTIVE EDUCATION AND PROFESSIONAL DEVELOPMENT TALKS

- “Developing and Implementing an Executive Doctoral Program” University of Arkansas, Dean’s Faculty Leadership Meeting, Sam M. Walton College of Business, April 15, 2013
- “Strategic B2B Marketing,” Toshiba Medical Devices Division, Case Western Reserve’s WSOM Executive Education Custom Program, Cleveland, OH, May 3, 2013 and May 4, 2012.
- “Brand and Product Development Processes,” CACI International, TechGraphics University for Senior Executives, Wooster, OH, March 30, 2011.
- “Business Analytics,” CACI International, TechGraphics University for Senior Executives, Wooster, OH, March 30, 2011.
- “A Process Modeling Approach to Evaluating the Effects of Sales Technology on Salespeople’s Relationship-Forging Tasks,” Arizona State University’s Center for Services Leadership Advisory Board, Scottsdale, AZ, Feb. 22, 2002.
- “Frameworks and Statistical Tools for Developing a Marketing Plan,” Business plan competition workshop, sponsored by ASU School of Engineering and E-Street Capital, ASU, January 31, 2001.

CAREER SUMMARY OF STUDENTS' TEACHING EXPERIENCE AND STUDENT EVALUATIONS

Includes courses taught at UNC, ASU, FIU, and CWRU from August 1997 through July 2015

	Number of sections taught	Average enrollment	Total # of students	# of different courses taught	Instructor Ratings¹	Course ratings¹
Undergraduate level	17	32.1	546	5	4.39	4.25
Graduate level	40	36.3	1416	8	4.05	4.06
ALL	57	34.4	1962	13	4.16	4.09

¹ Student ratings are shown on a 5-point scale; 5 represents highest rating, while 1 represents the lowest rating; reverse scored where appropriate for consistency across university faculty appointments. Instructor ratings at most recent faculty appointment (Clemson University) average 4.50 for graduate and 4.35 for undergraduate level courses.

TEACHING AWARDS & SELECTED FACULTY DEVELOPMENT ACTIVITIES

- 2013 Nomination for CWRU Teaching Excellence Award for MBA marketing core course.
- 2012 Nomination for CWRU Teaching Excellence Award for MBA marketing core course.
- 2012 Nomination for CWRU Doctoral Teaching Excellence and Mentoring Award for a PhD course on structural equation modeling.
- 2011 Nomination for CWRU Teaching Excellence Award for MBA marketing core course.
- 2010 Nomination for CWRU Teaching Excellence Award for MBA marketing core course.
- 2008 Nomination for CWRU Teaching Excellence Award for MBA marketing elective courses on both brand management and business marketing.
- 2008 Completed "Teaching Negotiation to Senior Executives," Harvard Program on Negotiations.
- 2003 Nomination for John W. Teets Outstanding Graduate Teaching Award, W.P. Carey for MBA marketing core, Arizona State University.
- 2001 Completed "Teaching with the Case Method," Faculty Workshop, Harvard Business School.

SERVICE

SERVICE TO THE DISCIPLINE

National Conference Administration

Conference Co-Chair

- 2014 American Marketing Association Winter Marketing Educators' Conference, Orlando, FL (with Thomas J. Steenburgh, Darden, University of Virginia)
- Conference completed blind reviews for more than 525 competitive papers in its 13 tracks; more than 625 global marketing scholars registered and attended; and over 2000 international marketing scholars participated in various roles.

Track Chair

- 2009 AMA Winter Marketing Educators' Conference, Sales and Relationship Marketing, Tampa, FL
- 2005 Academy of Marketing Science (AMS) Conference, B2B Marketing, Channels of Distribution and Supply Chain Management, Tampa, FL

Track Co-Chair

- 2007 AMA Summer Marketing Educators' Conference, Sales and Sales Management, Washington, DC (with Artur Baldauf, University of Bern)

Session Chair

- Sales Management, AMA Marketing Educators' Conference, 2006, 2011, 2012, 2015

Reviewing Activities

Editorial Review Boards

Journal of the Academy of Marketing Science, 2015 - present

Journal of Personal Selling and Sales Management, 2006 - present

Best Reviewer Award

- Best Reviewer Award, *Journal of Personal Selling & Sales Management*, 2004

Ad hoc Reviewing for Journals

- *Journal of Marketing*, 2006-present
- *Journal of Marketing Research*, 2014-present
- *Journal of the Academy of Marketing Science*, 2015-present
- *Journal of Retailing*, 2015-present
- *Industrial Marketing Management*, 2010-present
- *Journal of Personal Selling and Sales Management*, 2001-present
- *Decision Sciences Journal*, 2013-2014
- *Management Science*, 2006-2008

Reviewer, AMA Marketing Educators' Proceedings

- Sales and Customer Relationship Management, 2013-present
- Marketing Theory, 2012
- Blue Ribbon Panel, Best Conference Paper, 2011
- Sales and Relationship Marketing Track, 2011-12

- Relationship Marketing and Inter-organizational Relationships Track, 2003-05
- B2B Marketing Track, 2001-02

Textbook Reviews

Customer Relationship Management (2011 for 3rd ed. consideration), Buttle.
Relationship Selling & Sales Management (2005), Johnston and Marshall

External Reviewer for P&T Decision (2015)

SERVICE TO DEPARTMENTS AND SCHOOLS/COLLEGES

Clemson University, University-level service

- College Representative, University Assessments Committee, 2015-present

Clemson University, College of Business and Behavioral Science, Marketing Department

- iSELL Development and Launch (worked with Professor Mullins and Dave Hooker to launch iSELL program, including conceptualization and strategic partner identification, relationship initiation, and relationship development efforts), 2014-15.
- PhD Program Exploratory Committee (interviewed five PhD program contacts from UNC, Indiana, Penn State, Tennessee, and Miami), 2014-15

Case Western Reserve University, College-level service

- Co-Chair, Graduate Curriculum Committee (elected by college-level Faculty Council), (committee had oversight for nine graduate business degree programs, including MBA, MSOR, MAcc, MSM, EDM, and PhD), 2011-13
- Departmental Representative, Graduate Curriculum Committee, 2010-14
- WSOM Alumni Advisory Council, Facilitator for Inputs on Strategy, Fall 2012
- Observer, Non-tenured, Appointments & Promotions Committee (elected by non-tenured faculty), 2011-12
- Member, Special Task Force on Branding the WSOM, 2011-12
- Member, MAPS representative, Sustainability Panel, Alumni Weekend, 2011
- Facilitator, 'Pre-tenured' Faculty Networking Group, 2008-09
- Non-tenured representative, Interdepartmental Seminar Series, 2007-08

Case Western Reserve University, Department-level service

- Full-time MBA Program Core Faculty for Marketing, 2008-14
- Part-time MBA Program Core Faculty, 2008-14
- Marketing Faculty Recruiting (Tenure-track position), 2007-13
- Marketing Faculty Recruiting (Chaired position), 2007-12
- Marketing Faculty Recruiting (Visiting position), 2011-12
- Marketing and Strategy Club, Faculty Advisor, 2011-12
- Marketing MBA Course Curriculum Redesigns, 2008-09 (FT), 2010-12 (PT)
- Coordinator, MAPS Research Seminar Series, 2008-09

Florida International University**College of Business & DEPT of Marketing**

- AACSB College of Business Administration Team for Junior Faculty, 2007
- AACSB Team for Sales Management and CRM Track, 2006

Arizona State University**Department of Marketing**

- MBA Core Course Team, 2000-2004
- MBA Core Course Redesign Team, 2000
- E-learning and E-marketing Team, 2000-2004
- Curriculum Team: Fundamentals, 1999-2001
- Personnel Committee, 1999-2000
- Performance Review Committee, 2000
- Student Services and Curricula Committee, 1999-2000
- Information Technology Management Team, 1999-2000

AFFILIATIONS

American Marketing Association
Academy of Marketing Science

West Point Society
P&G Alumni Network

CORPORATE AND MILITARY EXPERIENCE

PROCTER & GAMBLE

1992-1995

Operations Manager – Customer Business Development Team (Top 10 Account)

Evaluated as top performer. Promoted early to a 2nd-in-team leadership role, front-line business relationship building with a P&G top 10 accounts: 3 customer divisions covering 5 US states (GA, AL, TX, LA, and MS); over \$300 million in P&G revenues. Responsibilities included sales, marketing, strategic account management, business development, operations management and training. Managed 9 direct reports. Led Efficient Consumer Response effort: category management, activity-based costing, and continuous replenishment. Served as category captain for buying centers and categories.

Account Executive – U.S. Corporate, Special Projects, Sales Technology

Promoted early to liaison role between brand and US sales to improve capabilities and effectiveness of US sales force. Developed information technology solutions to improve US sales force performance (“sales technology”). Benchmarked best practices of high performing teams (e.g. Walmart, Kroger, Target, and other strategic account teams). Contributed to organizational design projects. Led prototyping, testing and roll-out of proprietary software.

- Redesigned the Operations Manager’s role on P&G’s cross-functional customer teams which led to improved strategic account penetration and better coordination within strategic accounts and with corporate function (e.g. CBD with supporting functions).
- Developed technology-based sales mastery program and proprietary software evaluation application. Led presentation to the VP of US Sales and achieved full approval for launching program that provided training and assessment on sales skills.

Account Manager / MBA Intern – Paper Products

Built relationships with wholesalers and a major retail chain that represented 15% of grocery sales in the region and sold \$4.5 million in P&G brands. Guided others to improve capabilities with new technologies, and selected as a sales trainer to provide instruction in several elements of onboarding new hires in “FastStart” program. Participated in recruitment program to attract, evaluate and select candidates for customer business development positions.

- Drove up to \$100,000 in annual cost savings by performing a cost/benefit analysis of wholesale accounts and distinguishing between profitable/unprofitable customers. Analyzed costs relative to sales tactics (sales calls, telesales, etc.) and aligned unit’s focus on profitable and effective levels of consultative selling and/or customer service support.
- Boosted paper product sales 20+% over previous year’s sales through contributions in market growth, and improvements in distribution, pricing, shelving and merchandising presence across account’s retail outlets.
- Increased team’s sales success rate 30% and account penetration 22%, and doubled in-store display presence with the development of a sales forecasting model / sales presentation – model used scanner data to predict store-by-store case sales across P&G’s product mix and was instrumental in the team’s recognition as “best team in the market.”

PEPSICO, INC. (KFC DIVISION)

1990-1991

Area Manager

Evaluated as top performer. Joined PepsiCo’s restaurant division’s management development program which helped facilitate transitioning military leadership skills to corporate context prior to commencing MBA studies. Assumed \$7+ million P&L responsibility for 10 restaurants (up to 200 employees). Managed ten unit managers and all aspects of the business, including operations management, staffing, purchasing, and local marketing efforts.

- Increased sales by 15% and profits by 25% within one year and positioned one restaurant as achieving the highest volume in the entire \$5 billion Southeastern Division by creating rewarding team culture linked to area and unit performance.
- Exceeded employee retention targets in high turnover environment by 45% and boosted customer satisfaction scores on both in-store/mail-in survey responses. Managed remodeling conversion of retail operating units as part of the KFC renaming campaign.
- Developed and implemented performance system linking individual performance to restaurant-level contributions to sales/profits.

UNITED STATES ARMY - 101ST AIRBORNE DIVISION

1985-1990

Captain, Infantry – Brigade Air Operations Officer – Battalion Air Operations Officer Mortar Platoon Leader – Rifle Platoon Leader

Evaluated as top performer during service in 3d Brigade, 187th Regiment (Rakkasans).

- Developed and led presentations on strategic-level plans during exercises involving thousands of soldiers, hundreds of US Army helicopters, and US Air Force planes. Wrote first ever standard operating procedures for Brigade level Air Assault Operations, which was publicly lauded by GEN Hugh Shelton.
- Deployed 3000+ member task force within 18 hours of notification during training exercises and was prepared as US first strike task force for worldwide military crisis response situations. Managed a \$3 million annual budget and oversaw 6 direct reports.
- Led 40-person rifle and 27-person mortar platoon including responsibilities for professional and personal welfare.
- Honored with two Army Commendation Medals, two Army Achievement Medals, and an Army Service Ribbon.