



GLOBAL SALES SCIENCE INSTITUTE

2014 Conference: Author & Conference Team Profiles



FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS

Conference Chairs

Leff Bonney, Co-Chair



Leff Bonney is Assistant Professor at Florida State University College of Business.

Before returning to academia, Leff spent nearly 10 years in sales and sales management for two different Fortune 500 companies. Upon graduating from the University of Tennessee with a Bachelor's in Marketing and Logistics, Leff went to work for Wallace Integrated Graphics, one of the nation's largest industrial printing companies. After 2 years in sales Leff was promoted to district manager and then regional manager with responsibilities of hiring, training and performance management of 20 reps. In 2001 Leff went to work for Eli Lilly pharmaceutical company as a sales and market research manager. In 2003 he enrolled at the

University of Georgia where he earned his MBA in Marketing and went on to earn a PhD in Marketing and Organizational Communications from the University of Tennessee in 2008. Leff is now a professor of sales and marketing at Florida State University. He also serves as the director of graduate programs in the FSU Sales Institute. In this role, Leff has gained extensive experience designing and delivering sales and sales management training programs for multiple companies. These courses include topics ranging from basic sales training to strategic account selling as well as sales operations and rep performance management courses for front-line sales managers. He also has worked with several firms to develop sales force assessments aimed at identifying high performer profiles to be used in training and hiring initiatives. Leff has served on the executive board of the University Sales Center Association and the Sales Education Foundation. Finally, Leff serves as founder and director of the Sales Educators' Academy, which is a program that helps other collegiate sales faculty integrate corporate sales training techniques into their sales curriculum.

Current Projects

Market Opportunity Recognition in Market Orientation Research
Theoretical Dimensions of Demand Chain Management
Dynamic Rationality Theory and Solutions Oriented Firms

Selected Published Research

"It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself," in *Journal of Marketing*, (2011) 75 (September), (with Page Moreau and Kelley Herd)

"An Application of the Investment Model to Buyer-Seller Relationships: A Dyadic Perspective," in *Journal of Marketing Theory and Practice*, (2007) 15 (4), (with Mark A. Moon)

Beth Rogers, Co-Chair



I am a Head of the Marketing & Sales Subject Group at Portsmouth Business School. Portsmouth is the only UK business school recognised by the University Sales Education Foundation.

Before taking on an academic role, my career in the information technology and professional services sectors encompassed business development and project management. My achievements included product and programme launches, designing solution frameworks for key accounts, a re-branding, and designing and running skills development for key account managers. My work often involved managing across international boundaries. I have taken an active role in the development of the sales profession; notably I was the elected chair of the UK National Sales Board from 2005-2009, which launched National Occupational Standards for selling, account management, sales management and sales support roles.

My early research focused on key account management, but I have also examined the implementation of customer relationship management systems, sales education and sales and marketing integration. Most recently, I have been examining how sales managers use third parties such as contract sales organisations to optimise sales performance in difficult economic conditions (sales outsourcing). I am interested in internationalising sales research and I am an advisor to the committee of the Global Sales Science Institute. Besides original research, I contribute to best practice in my professional community through projects such as applied research for a large service provider in the pharmaceutical sector, in-company workshops for senior sales managers and implementation support for key account management in a specialist services company. I write for professional magazines such as "Winning Edge" and the sales performance supplement of "The Times".

Gala Dinner Special Guest: David Armand



David Armand's television credits include Fast and Loose, Pulling, How Not To Live Your Life, The Armstrong and Miller Show and Episodes. He has written for a number of shows including The Peter Serafinowicz Show and Katy Brand's Big Ass Show, and was part of the creative team behind the BAFTA nominated children's shows Sorry, I've Got No Head and Pixelface. As a member of the sketch group The Hollow Men he appeared in their self-titled shows for Comedy Central in the USA and BBC Radio 4.

He has performed his interpretative dance routines all over the world, on the BBC 2's Fast and Loose, and as part of the Secret Policeman's Ball at the Royal Albert Hall. His YouTube videos have been viewed over 20 million times, and he performs regularly around the UK. David is represented by Independent Talent <http://www.independenttalent.com/>

Conference Project Manager

Roger Byatt



Roger describes himself as: an action oriented practical marketer skilled in marketing strategy & communications. Able to use information to provide real insight to help businesses develop a truly sustainable customer centred strategy to enable growth.

Before entering academia in 2000 he held a number of senior marketing roles in major businesses like Barclays Bank, Britannia Building Society, London Stock Exchange, Cegos Makrotest and Maritz Research.

His research interests are in the fields of: financial services marketing; consumer decision making, especially the impact of the recession; communication and reputation. He has also been involved recently in pedagogical issues, especially around quality.

He now divides his time between teaching marketing at the Portsmouth Business School, University of Portsmouth and undertaking consultancy and research work. His experience includes:

- Substantial practical marketing & market research experience with clients and agencies.
- Design & management of UK & multinational projects, including interpretation and presentation of strategies.
- Track record of developing and mentoring people, some of whom have leading insight positions in blue chip organisations.
- Reputation for delivery of practical training informed by real projects and consultancy work.
- Current knowledge of mobile & digital marketing, delivered training to a multinational audience in Finland in 2012.
- Devised and run successful training programmes, and advised MRS, CIM & Universities on qualifications.
- Experienced at team building and development.
- Comfortable communicator with both internal audiences at all levels, clients and media.

I believe that for a business to have sustainable growth then every transaction should leave both parties feeling pleased with the result.

Author Biographies

David S. Baker



David S. Baker, DBA is an Associate Professor of Marketing and International Business at The University of Louisiana at Lafayette in the United States. Prior to teaching and research, he worked for 17 years in international corporate marketing and sales management. His research and publication interests include strategic sales management in cross-cultural environments, cultural values and cognition related to technology utilization, and adaptive learning behavior in business management simulations. His research has been published in *The Journal of Personal Selling & Sales Management*, *Management Research Review*, *The Journal of Relationship Marketing*, and several other management and marketing journals.

Jasmin Baumann



Jasmin Baumann is a Lecturer in Brand Management at Norwich Business School, University of East Anglia. Before obtaining a Ph.D. in Marketing from University of East Anglia, she worked several years as marketing manager for FMCG and service organisations. Her research interests focus on the co-creation of value within and outside of the context of service-dominant logic, buyer-seller interaction on both the organisational and interpersonal level, the development of mutual value propositions and relationship marketing in service industries. She has presented her research at a number of international academic conferences, as well as published in the *Journal of Marketing Management*, *Journal of Marketing Theory and Practice* and the *AMS Review*.

Karen Boehnke Peesker



Karen Boehnke Peesker is a PhD candidate at Cranfield School of Management, Cranfield University. She provides sales training and consulting at KAM Sales & Management Consulting. Her research and teaching interests are in sales leadership, marketing and global business. Her past experience includes a 16 year global sales and marketing career at Lexmark International and IBM, working in Canada, USA, Asia Pacific and Europe where Karen held leadership roles in sales, marketing, strategy and finance. She has been published internationally for her work on global leadership and has written numerous business cases. Karen holds a MBA and HBA from the Richard Ivey School of Business, The University of Western Ontario with Dean's List Honours. Karen currently resides in Toronto Canada with her husband and children.

William Bolander



Willy Bolander is an Assistant Professor in the College of Business at Florida State University and is actively involved in the FSU Sales Institute. He holds a B.B.A. in Professional Sales from Kennesaw State University and a Ph.D. in Marketing from the University of Houston. His research focuses on interpersonal influence, sales management and organizational change and has been published in various outlets, including the Journal of Marketing. Willy also serves on the Editorial Review Board of the Journal of Personal Selling and Sales Management.

Prior to entering academia, Willy held various sales and marketing positions with small professional service firms. He has sold life insurance, financial products, and accounting services. Most recently, he served as Client Development Manager for a start-up CPA firm in Atlanta. He remains actively involved in real world selling through research, consulting, and sales training projects with firms from industries as diverse as professional services, distribution, and retail. Willy has also been featured in a variety of business publications, including YFS Magazine, Advantages, and the Military Times Edge, discussing topics such as building trust with customers, objection handling, and increasing sales during a sluggish economy.

Willy teaches undergraduate and graduate courses on selling and sales management. He has also helped develop and deliver customized curriculum for executive development programs for a number of organizations. Willy consistently receives positive feedback from his students and has been recognized for his teaching through several departmental commendations, a departmental Teaching Excellence Award in 2009, and the University of Houston Graduate Teaching Excellence Award in 2010. Most importantly, Willy's students have gone on to build successful careers in some of the world's top sales organizations. *Specialties:* Subject Areas - Implementing Strategy in the Sales Force, Interpersonal Influence, and the Customer's Experience of the Sales Process. *Research Methods* - Multilevel Modelling, Structural Equations Modelling, Getting More Familiar with Experiments (Lab and Field).

Arndt Borgmeier

Prof. Dr. Arndt Borgmeier is full professor in "International Sales Management and



Technology" and Head of the Masters Programme "Leadership in Industrial Sales and Technology" at Aalen University of Applied Sciences, Germany. He graduated with a double degree in Management and Mechanical Engineering from Darmstadt University, was awarded the second prize from the German Industry Foundation - first time ever in service sciences - with his Dissertation on Remote Services and was a visiting professor at Ehrenberg Bass Institute (Marketing) with John Wilkinson at the University of South Australia, Adelaide.

Before that he worked in leading positions in the German Plant Manufacturing Association, multi-utility Industries and Top Management Consulting for more than 10 years. His research interests focus on B2B Marketing and Sales, Service Management and interdisciplinary disciplines like Innovation Management, Supply Chain Management etc.

Melanie Bowen



Melanie Bowen is a second year Ph.D. student at the Justus Liebig University, Gießen (Germany). She earned a bachelor's degree in communication and media management from the Business and Information Technology School, Iserlohn. In 2012, she graduated from Technische Hochschule Mittelhessen (University of Applied Sciences, Giessen) with an M.A. in International Marketing and from the Edinburgh Napier University with an M.Sc. in Marketing. Her research interests include sales management, relationship marketing, social network analysis and new media. Currently, she works on the influence of new media/new technologies on the sales performance of business-to-business companies.

Stefanie Boyer



Stefanie Boyer is starting her 6th year at Bryant University as an Assistant Professor. She received a doctorate degree in Marketing with minors in Psychology and Methodology from the University of South Florida.

Her research is centred on improving sales performance and training.

Along with teaching, she has sold financial services, responded to emergencies as a firefighter and worked with the United States Customs Service.

Her personal interests includes spending time with her two daughters and new-born son, and helping her husband build a sustainable home in Burrillville, RI.

She can be contacted at sboyer@bryant.edu

Pascal Brassier



After 14 years working in sales and sales management, Professor Brassier achieved a PhD in Marketing-Management in 2004.

He spent over 12 years teaching at a Graduate Business school before joining Auvergne University in 2013 where he is Head of Marketing Diploma, and co-chair of the Marketing Research Team.

His research interests are sales and negotiation processes and skills, sales management in B2B context, and social networking as a business strategy and tactic.

Kurt De Blick



Kurt De Blick is a Lecturer in sales and key account management at HZ University of Applied Sciences and one of the founders of Science For Sales.

Hans Dekker



Hans Dekker is a Senior Lecturer at HZ University of Applied Sciences and one of the founders of Science For Sales.

Expertise

- Personal Selling Skills
- Sales Training
- Sales Automation
- Ethics & Sales

Publications

J.J. Dekker (2010) . “Verkooptraining: Bullseye of Bezigheidstherapie? - Hoe Nederlandse Midkap bedrijven de kwaliteit van hun verkooptraining evalueren.” HZ Discovery 4(1): 40-47.

Experience

(1995-1998) Buhrman N.V., Area Manager and National Account manager, Copiers & Printers

(1998-2000) Océ N.V., National Account Manager, Copiers & Printers

(2000-2011) HZ University of Applied Sciences, Senior Lecturer, Head of Department, Marketing Manager and Researcher

(2011) Science for Sales, Entrepreneur and Sales Consultant

Tanya Drollinger



Tanya Drollinger has been a marketing professor in the Faculty of Management at the University of Lethbridge since 2004. She graduated from Purdue University with a Masters and Ph.D in consumer behaviour. Her central research focus has been on communication via advertising and dyadic communication in the B2B setting. Research on B2B communication has focused primarily on the use of Active Empathetic Listening (AEL) in which she and her co-author have developed a scale and have empirically tested it in the business to business sales setting. Findings from past research include a positive relationship between developing trust and high quality relationships between salespeople and their customers when salespeople use AEL.

Anne Feeney



Anne Feeney of Consalia is former UK & International Sales Director with 17 years' experience of account management and complex solution selling of services, technology and outsourcing in the Telecoms and IT sectors. She has extensive experience of creating and delivering new targets.

In 2012 she was awarded a Masters in Psychological Coaching with a Distinction for her dissertation on 'the Nature and Process of with individuals and organisations to realise their potential in executive leadership and sales performance. Some of the sales organisations she has worked with include BT, Hewlett Packard, Logica CMG, AON and ORACLE.

Katharina Filipenko



Katharina Filipenko is a student at the University of Applied Science in Aalen, graduating in International Sales Management and Technology. Currently she is writing her bachelor thesis in the field of Lean-Management at MAG IAS GmbH.

During her studies she worked for 10 months as a student trainee in the quality management department at MAG IAS GmbH and spent a half year in China, gaining practical work experience in the field of Marketing and gaining an insight into the international business world.

Contact: katharinafilipenko@gmail.com

Jan Freidank



Prof Dr Jan Freidank is Programme Director of the MBA programme at Technischen Hochschule Mittelhessen (THM) Business School in Giessen

General data:

- Born in 1968
- Doctor of Business Administration (D.B.A.) in Strategic Management with Prof. H. Igor Ansoff (1994) - Topic of Dissertation: "Managing Transformational Change in German Business Firms", MBA (1991), B.S. in International Business (1990) from United States International University in San Diego
- Seven years of professional experience with KarstadtQuelle AG as internal consultant charged with marketing and strategy projects, Assistant to the CEO in charge of co-ordination of synergy projects in the merger between Karstadt and Quelle, Head of the Business Development Department and with Vaillant GmbH.
- Last position: project leader of the marketing and sales integration project between Vaillant GmbH and Hepworth plc. - the biggest European merger in the heating appliances sector so far
- Starting in January 2002 as professor of Marketing and International Business at the University of Applied Sciences Giessen-Friedberg
- Program director for the MA International Marketing Program and the Executive MBA program
- Ongoing consultancies and sponsored research: selected projects with companies including Eby Lilly, ARDEX, BPlc.V., Nebus, City of Wetzlar, Holzapfel Group
- Archival work for the "Wissenschaftsrat" (Science advisory Board of the German Government)
- Supporting professor at the marketing students' association MTP: Marketing zwischen Theorie und Praxis - Germany's largest student marketing association

Samantha Fuchs



Samantha Fuchs is student at the University of Applied Science in Aalen, graduating in International Sales Management and Technology. Currently she is writing her bachelor thesis at Robert Bosch Madrid in the international sales department. The subject of her thesis is "Process management in technical sales".

She gained practical work experience during different internships in the field of manufacturing, assembly and sales, which gave her an insight into different departments in different countries.

Contact: fuchs.samantha@ymail.com

Jobst Görne



Curriculum Vitae:

1980: Diploma mechanical engineering at RWTH, Aachen, Germany

1986: PhD in production technology at RWTH, Aachen, Germany

1987-2001: manager sales and marketing in different technical companies in the field of automotive suppliers

2001 to today: Professor of Technical Sales at the University of Applied Science in Aalen, Germany

2003-5: Dean of the faculty mechanical engineering and material science

Since 2009: member of GSSI. Since 2012 organizing the country representatives

2013: co-organisation of the GSSI conference in Aalen, Germany

Scientific research and publications in the field of technical selling and forecasting

Alexander Haas



Arbeitsgebiete (Areas of Work)

- Business-to-Business-Management
- Innovationsmanagement
- Kundenorientierung von Mitarbeitern und Unternehmen
- Strategieimplementierung
- Vertriebsmanagement und Persönlicher Verkauf

Lebenslauf (Curriculum Vitae)

- Ab Juni 2012: Inhaber der Professur für Marketing (BWL I), Justus-Liebig-Universität Gießen (D)
- 10/2011-05/2012: Lehrauftrag (und faktische Vertretung) der Professur für Marketing (BWL I), Justus-Liebig-Universität Gießen
- 2010-05/2012: Professur für Marketing 2, Karl-Franzens-Universität Graz (A)
- 2008: Habilitation an der Wirtschafts- und Sozialwissenschaftlichen Fakultät der Universität Bern; Erteilung der Venia Docendi in BWL
- 2006-2010: Assistenzprofessor für Marketing, Universität Bern (CH)
- 2000-2006: Wiss. Assistent, Friedrich-Alexander-Universität Erlangen-Nürnberg
- 1996-2000: Promotion an der Wirtschafts- und Sozialwissenschaftlichen Fakultät der Friedrich-Alexander-Universität Erlangen-Nürnberg
- 1989-1996: Studium der Betriebswirtschaftslehre an der Università Commerciale Luigi Bocconi, Mailand (I), und an der Friedrich-Alexander-Universität Erlangen-Nürnberg (D)
- 1988: Matura an der Stiftsschule St. Johann, Amöneburg (D)

Yoritoshi Hara



Yoritoshi Hara is a professor of marketing in the School of Commerce, Meiji University, Japan. His research interests include institutions, institutional changes, interorganizational collaboration, and innovation networks.

Bryan Hochstein



Bryan Hochstein is a Florida State University doctoral candidate in the Department of Marketing. His research interests are in sales, specifically in the areas of positive and negative deviance and how customer access to information affects customer/salesperson interactions. Bryan also is active in the Florida State University Sales Institute where he has coached sales teams, facilitated role plays and mentored students. Current research projects are targeted to the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. Bryan has presented his work at many conferences including the Global Science Sales Institute (2014), the National Conference on Sales Management (2014), the American Marketing Association (2013), and the Association of Marketing Theory and Practice (2011).

Prior to becoming a doctoral candidate Bryan held a position at Time Warner Cable as a Senior Account Executive where he sold cable advertising directly to clients and agencies in the Green Bay, Wisconsin market. At Time Warner, Bryan won many awards and was a consistent top performer who reached all annual sales goals over his ten year career. Additional experience includes aviation marketing and a ten year career in retail management. These “real-world” work experiences add to Bryan’s understanding of the sales process and areas in need of academic research.

Bryan’s teaching experience includes Basic Marketing Principles (instructor), Sales Leadership (teaching assistant), and Customer Relationship Management (teaching assistant).

Kenichi Hosoi



Kenichi Hosoi is Professor of Marketing and Chair of the Department of Business Administration, Hiroshima University of Economics (H.U.E), Hiroshima, Japan. He received his Master of Commerce from Kobe University and researches and teaches in the fields of marketing and sales management.

In addition to teaching, he is an outside director of Asukanet Co. Ltd. and a director of General Incorporated Foundation Oconomiya Academy.

Andrew Hough



Andrew Hough is the Vice President for Enterprise, Mid-Tier Storage Sales for Europe, Middle East and Africa at EMC Europe Ltd.

Andrew has 15 years' experience in the Information Technology Sector joining EMC from Sun Microsystems. In 2010, after completing many successful projects within EMC, Andrew was asked to re-establish and invigorate EMC's EMEA presence in the Mid-Range Storage environment with particular focus on File and Object infrastructure. In this role Andrew's group is responsible for delivering simple, affordable and easy to use solutions to help customers reduce their infrastructure complexity and allow them to become Cloud enabled.

As this has developed the main focus for Andrew is to lead EMC's customers on the Application, Transformation, Enhancement and Development journey, and skill EMC's organisation to lead customers on the protocol and application journey.

Andrew began his career at EMC in the Financial Services Division where he tailored EMC's commercial offerings around customer budgets. During this time he worked at UK, EMEA North and then EMEA levels becoming the Director for EMC Financial Services in EMEA. Throughout this period he worked closely with internal stakeholders to ensure that EMC's technology solutions could be tailored to meet customers specific financial requirements. In 2007 Andrew was promoted to the role of EMEA Director Sales Operations, reporting directly to the President, EMC EMEA. During this time Andrew's focus was on the EMC sales process and engagement model across all functions and geographies. It also encompassed a review and subsequent implementation of EMC's Go To Market strategy and sales skills capability. Andrew led engagements with McKinsey & Co and Ernst & Young on GTM and Customer Engagement Win/Loss Reviews, as well as working with all field and operations to review customer segmentation and market potential and then implementing an agreed corporate consistent model, which was specific to driving greater customer intimacy and solution delivery. Andrew's EMEA knowledge and previous roles assisted this greatly.

Andrew has a Bachelors degree from Liverpool University, a Financial Masters from University of Wales and Manchester Business School, and qualifications from FLA. Andrew lives in London with his wife Alison and daughter Natasha and enjoys rugby, running, reading, cooking and socialising.

Andrew is a founding fellow of the Sales Leadership Alliance (SLA), a professional body focused on the development of sales interns, standards and qualifications. In addition the SLA is focused on ensuring and highlighting the attraction of sales to school and university leaders.

Uwe Jäger



Education

1981-1987 Diplom Kaufmann t.o., Business Administration at University of Stuttgart, Germany

- Marketing
- Organization
- IT

1991- 1998 Dr. rer. Pol., Doctoral Studies at University of Bayreuth, Germany
Dissertation: Erhebungskonzepte für ausgewählte Unternehmensentwicklungsmodelle

Professional Experience

1988 - 1997 Huber Verpackungen, Öhringen, Germany

- Marketing
- Sales
- Production Scheduling

1997 - Present Hochschule der Medien, Stuttgart, Germany, Professor,

- Marketing
- Sales
- Business Administration

Peter Kerr



Peter Kerr is a Researcher with the Centre for Strategic Marketing & Sales, Cranfield School of Management

Background

A Senior executive with 21 years marketing, product management and corporate planning experience, this includes five years as a Vice President for Marketing within Bell Canada's small and medium business division.

Research Topic

The impact of contextual factors on sales performance measurement effectiveness selection and implementation.

Research Issue

Sales performance measures are at the heart of sales force control systems and critical to motivation, alignment, resource allocation and strategy decisions. Unfortunately, there is little standardisation regarding sales performance measurement and few frameworks to support sales managers in understanding the impacts various internal and external factors may have on the effectiveness of their sales performance measurement choices.

Joël Le Bon



Joël Le Bon is a Marketing Professor at the University of Houston C.T. Bauer College of Business, and serves as Director of Executive Education for the Sales Excellence Institute. He received a Bachelor of Arts in Management Science, a Master of Science in Marketing and Strategy, and a PhD in Marketing from the University of Paris Dauphine. He was a Postdoctoral Scholar at the Pennsylvania State University within the Institute for the Study of Business Markets (ISBM) and is also an alumnus of the Kellogg ITP program of Northwestern University.

Prior to joining the University of Houston, Dr. Le Bon worked in both France and Singapore for over 10 years as an Associate Professor of Marketing and Department Head at ESSEC Business School. Before joining academia, he was a Strategic Account Manager for XEROX Corporation in France, and had sales and sales management roles in the media industry where he won several all-time sales awards.

His research has been published in the *Journal of the Academy of Marketing Science*, the *International Journal of Research in Marketing*, the *Journal of Personal Selling and Sales Management*, and in *Industrial Marketing Management* among other academic journals. He was selected as the winner of the American Marketing Association (AMA) Best Doctoral Dissertation Award in the Sales and Distribution Area. He received several academic distinctions for his research including best paper awards from the AMA, the National Conference in Sales Management (NCSM), the Society for Marketing Advances (SMA), the French Marketing Association (AFM) and the French National Foundation for Management Education (FNEGE). He was also awarded the IBM Faculty Award and the AMA's Prentice Hall Solomon-Marshall-Stuart Teaching Award for Innovative Excellence in Marketing Education.

Irene Lehto



Irene Lehto has an M.A. (German philology/international business communication) and is currently a PhD student (international business) at the University of Oulu in Finland. She has strong communication skills and some experience in market and business model analysis. Specialized in internationalization of companies and cross-cultural business communication.

Specialties: Cross-cultural business communication, internationalization and international operations. My research revolves around intercultural interaction, international sales, and entrepreneurs.

Kenneth Le Meunier-FitzHugh



Ken Le Meunier-FitzHugh holds a PhD from the University of Warwick in Marketing and Strategic Management, and is a Senior Lecturer at the University of East Anglia. His research to date has focussed on improving the interface between sales and marketing, and he has a number of publications in academic journals including the Journal of Personal Selling and Sales Management, European Journal of Marketing, Journal of Industrial Marketing Management and Journal of Marketing Management. Ken has co-edited The Oxford Handbook of Strategic Sales and Sales

Management for Oxford University Press, and is currently working on a new sales book for OUP.

Karen A. Machleit



Karen A. Machleit is Department Head and Professor of Marketing at the University of Cincinnati's Carl H. Lindner College of Business. She completed her marketing PhD at Michigan State University with support areas in advertising and psychometrics.

Her primary research interest is in the area of affective responses in consumption contexts. She has published studies that examine the emotional responses people have to advertising, as well as the feelings that people experience while shopping. She has also studied reactions to the retail store atmosphere, especially reactions to crowded retail environments and the effect of these reactions on shopping satisfaction. Another research interest is in measurement issues and scale development.

Her work has been published in the Journal of Marketing, Journal of Consumer Research, Journal of Consumer Psychology, Psychology & Marketing, Journal of Advertising, Journal of Retailing, Marketing Letters, and the Journal of Business Research, among others. Among her publications, two were finalists for Best Article awards: the 1991-1993 Journal of Consumer Research and 1988 Journal of Advertising awards. She is a member of the Association for Consumer Research, Society for Consumer Psychology, and the American Marketing Association. She has served SCP as Secretary/Treasurer 1998-2001, as co-chair for the 1998 SCP conference, and as co-chair for the 2001 SCP Online Consumer Psychology conference. She co-chaired the Branding and Marketing Communication Track for the 2006 Summer AMA conference and co-chaired the 2007 Winter AMA Conference.

Dr. Machleit teaches courses in advertising, marketing research and consumer behaviour and teaches a Ph.D. seminar in measurement and path modelling. She has had visiting teaching appointments at ESC-Toulouse, France and Bond University, Queensland, Australia.

Gerry Macintosh



Gerrard (Gerry) Macintosh is Professor of Marketing and Chair of the Department of Management and Marketing at North Dakota State University. He teaches Sales Management and Services Marketing. His research has been published in a number of marketing journals including the *Journal of Business Research*, the *Journal of Personal Selling and Sales Management*, and the *International Journal of Research in Marketing*. Dr. Macintosh has received best paper awards from the American Marketing Association and Mu Kappa Tau. He currently serves on the editorial boards of the *Journal of Business Research* and the *Journal of Marketing Theory and Practice*, and has served on the review board of the *Journal of Personal Selling and Sales Management*.

Robert Maguire



Founder/Partner. Maguire Izatt LLP

Robert is a highly experienced management consultant and operational procurement manager with 30 years of extensive purchasing, sales and business experience across a wide range of industries and sectors. He has built a successful consulting business specializing in procurement, sales and commercial management which has seen continued year on year growth for the past 15 years.

About Maguire Izatt LLP

Improving profitability and value for money through clients' commercial relationships with their suppliers and customers is at the heart of everything it does. Its work focuses on helping clients deliver greater results in three key commercial areas: supplier management, customer relationships and the development of employee skills to help organisations achieve the first two.

Clients

His assignments range from large scale organization cost reduction programmes, to category management implementation, outsourcing activity, contract review and renegotiation, tendering support, negotiation support; coaching, purchasing organization development. He also provides training and development support across a range of commercial topics covering all aspects of buying and selling and commercial awareness. His consulting assignments take in Europe, the US and the Middle East and South East Asia.

Previous experience

Prior to establishing his own business Robert worked for management consulting firms Price Waterhouse and Ernst & Young and held senior operational roles in leading international firms including household product company Reckitt & Colman (now Reckitt Benckiser) where he was European Purchasing Manager; power tools company Black & Decker; and automotive companies Rover Group and BMW.

Research & Development

Robert developed *The Purchasing Profile*, a self-administered diagnostic to allow consultants and line managers to develop operational strategies for the supply chain and to benchmark their performance in 20 areas of purchasing against other organizations. His current interest is in developing an entrepreneurial culture within procurement departments. He has developed the 7A model of intrapreneurism, which is supported by a one day assessment centre style Skills Development Centre. This has been successfully

used to identify and develop the behaviours' of intrapreneurism as part of both development and recruitment strategies.

Public speaking

Robert is also a well-known and respected trainer and speaker. For over 15 years, he has been developing and delivering highly interactive and focused training programmes and workshops for senior managers through to more introductory levels across a range of industry sectors and public, private and not-for-profit sectors.

His negotiation skills workshops have been particularly popular due to their effectiveness, with clients regularly rapidly recouping the cost of the programme by applying the approaches and techniques to their own negotiations. His ability to combine current real world operational experience with a workshop format makes his sessions pragmatic and relevant for participants looking for a refreshing approach to off the shelf training.

Clients include: Virgin Atlantic Airways, SKF (USA and Sweden), Motion Industries (USA), BAT (Worldwide), A Swedish Investment Company, Alta Investment Partners, HG Capital, Augentius, Imperial College Venture Team.

Robert is also an engaging key note speaker, and is often asked to provide key note addresses at sales conferences for audiences up to 500 people. His clients have included Eli Lilly Hewlett Packard, Inmarsat Maritime, Research Councils UK Shared Services Centres, SKF and Sanofi,

Academic and Institutes

A Founding Fellow of the Sales Leadership Alliance of the Chartered Institute of Marketing
Visiting speaker at:

- London Business School
- Chalmers Professional University in Gothenburg

In 2014 will contribute to the Marketing MBA Programme at ESADE, Barcelona and the Key account Management club of Cranfield University

Publications

Robert is co-author and editor of "*Good Purchasing Practice Guide*" prepared on behalf of the Universities Funding Council for England. This guide was issued to all institutions in the UK as a management guide to purchasing. A second guide was developed from the original material to support detailed operational purchasing.

He is also co-author of "*Procurement Benchmarking for Higher Education*" - a compilation of questionnaire, workbook guide and analytical software to support the development of benchmarking and adoption of best practice in the higher education sector.

He is currently co-authoring business book with Nigel Barlow of Service Legends (author of *Re-think* and *Batteries Not Included*) to be called *Eat the Ugly Frog*, a pocket book of 101 negotiating tips.

Javier Marcos-Cuevas



Javier is a Senior Lecturer in Sales Performance at the Centre for Strategic Marketing and Sales at Cranfield School of Management and an independent consultant. His main areas of expertise are *Selling and Sales Management*, *Organizational Learning* and *Management Development*. He emphasises the blend of leading edge research with innovative training methodologies in the delivery of his programmes and the design of consulting assignments.

As a consultant, he has experience in working closely with a selected number of companies to develop capabilities in three areas: *Sales Capabilities* (such as selling, key account management, negotiation and sales force management), *Learning Capabilities* (like training and coaching solutions, skills and competencies development) and *Organizational Development and Change* (including teamwork, and performance management). Javier uses a variety of consultative approaches that facilitate clients' full engagement in the process of analysis and intervention. He has designed and delivered programmes in Europe, America and Asia for companies in foodservice, pharmaceutical, aerospace and management consulting sectors amongst others. Recent clients include Unilever, Merck, Lilly, Pfizer, Rolls-Royce, GKN Aerospace, etc. He has conducted sales coaching with more than 150 professionals, offering them advice based on the joint analysis of more than 1000 sales meetings with their clients.

Bryan McCrae



Bryan McCrae is an award winning Sales Psychologist, Sales Coach and the founder of Sales-Motivations. He has a personal award winning track record in sales and sales management spanning almost twenty years and since 2003 he has been working to help organisations improve sales performance.

He is a Fellow of the Institute of Sales and Marketing Management, a Founding Fellow of the Sales Leadership Alliance, a member of the British Psychological Society, ex-Committee member of the Special Group in Coaching Psychology, a member of the Association of Business Psychologists and a Visiting Speaker at Portsmouth University Business School.

He is a frequent speaker at business events and in the media, including on BBC1.

KEYNOTE SPEAKER: Friday 13 June

Emeritus Professor Malcolm H.B. McDonald MA(Oxon), MSc, PhD, D.Litt. FRSA



Until 2003, Malcolm was Professor of Marketing and Deputy Director of Cranfield University School of Management, with special responsibility for E-Business. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has a DLitt from Bradford University. He has extensive industrial experience, including a number of years as

Marketing Director of Canada Dry.

He spends much of his time working with the C-Suite of the world's biggest multinational companies, such as IBM, Xerox, BP and the like, in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia.

He has written forty three books, including the best seller "Marketing Plans; How to Prepare Them; How to Use Them" and hundreds of papers and articles.

Apart from market segmentation, his current interests centre around the measurement of the financial impact of marketing expenditure and global best practice key account management.

He is an Emeritus Professor at Cranfield and a Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools

In 2008 he was listed in the UK's Top Ten Business Consultants by the Times.

In 2011 he was honoured with a Life Time Achievement Award by the UK's Chartered Institute of Marketing.

Email: m.mcdonald@cranfield.ac.uk

Jeremy Noad



Jeremy is a sales and marketing practitioner with over 20 years' experience within business to business and business to consumer markets. He is currently the global manager responsible for sales excellence within the Linde group, the world's leading gases and engineering company. In this role he takes responsibility for functional leadership and operational involvement in sales excellence programmes across 7,000 sales people operating in over 100 countries. Previous to this role, Jeremy has held director level roles within PLC's and SMEs across the UK and Ireland. He holds a Master's degree from Portsmouth University in sales management and is currently working on completing his doctorate at Portsmouth Business School focusing on the role of the sales manager in improving sales force effectiveness.

Corinne Novell



Corinne is a Postdoctoral Research Fellow at the University of Cincinnati's Carl H. Lindner College of Business.

Robert M. Peterson



Robert M. Peterson is the White Lodging Professor of Sales at Northern Illinois University. He holds degrees from Indiana University, George Washington University and the University of Memphis. He was a salesperson for many years selling printing and financial data.

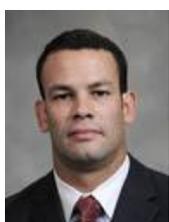
Dr. Peterson earned the American Marketing Association 2002 Innovative Teacher Award, the Innovative Sales Educator Award from the University Sales Center Alliance 2006, and the 2011 Excellence in Teaching Award by the Sales Special Interest Group of the American Marketing Association. His research has appeared in *Industrial Marketing Management*, *Journal of Personal Selling and Sales Management*, and *Business Horizons*. He is the editor of the *Journal of Selling*.

Birgit Rief



Birgit Rief is currently a student at the University of Applied Science in Aalen, graduating in International Sales Management and Technology. During her studies she spent a half year in the United States, gaining practical work experience in the field of Sales and Marketing and gaining an insight into the international business world. Birgit is an active social member of her local community where she participates in voluntary work helping young adults aged 16-18 with a dance and theatre group.
Contact: rief.birgit@gmail.com

Michael Rodriguez



Michael Rodriguez is Assistant Professor of Marketing at Elon University, NC. He teaches Professional Selling, Principles of Marketing and Customer Relationship Management courses. He earned his Ph.D. in Technology Management from Stevens Institute of Technology, where he won Most Outstanding Dissertation Award in 2009. His research interests include Customer Relationship Management, Sales Leadership and Sales Management. Dr. Rodriguez has been published in the Journal of Selling and Major Account Management and International Journal of Innovation and Business Research. He has also developed and facilitated sales training programs for corporate clients. Prior to joining Elon, Dr. Rodriguez worked on Wall Street for 14 years selling market data and trading platforms to investment banks, asset managers, and hedge funds.

Cinthia Saturnino



I am just completing her PhD at Florida State University's College of Business. I delve into social systems and networks to uncover and harness the social mechanisms behind successful innovation in new product development, particularly within creative industries. I apply over a decade of professional experience in marketing and management strategy, as well as team and process design, to rigorous research and data analysis techniques in pursuit of novel, managerially relevant, theoretically interesting insights.

Wiebke Schäfer



Wiebke Schäfer is a student of the University of Applied Science in Aalen, graduating in International Sales Management and Technology. During her studies she spent a half year in China, gaining practical work experience in the field of Project Management and gaining an insight into the international business world. Wiebke Schäfer is currently writing her bachelor thesis at Star Co-operation in the division of Project Management. Beside her studies she works at the Cinema at Concession.
Contact: SchaeferWiebke91@googlemail.com

Jane Sojka



Jane is Associate Professor - Educator and Director, Center for Professional Selling and Sales Management at the University of Cincinnati's Carl H. Lindner College of Business.

She completed her Ph.D. at Washington State University (1995), MBA Wichita State University 1984, BA Indiana University 1976. Worked at Coleman Company (purchasing, materials manager, sales) prior to teaching marketing.

Philip Squire



Phil is the CEO and founder of Consalia, having guided the company from its beginnings as ITC Network, through to its current state as part of a joint venture including Praxi and Development Systems. Prior to ITC Network, Phil worked within the banking and financial services sector for Hong Kong and Shanghai Group (HSBC), and later with the Mercuri Institute.

Over 20 years Philip has provided consulting and training support to a wide range of leading brands such as Hewlett Packard, T-Systems, Ford, Tetra Pak, AT&T and Zurich Financial Services.

Phil is passionate about the role training and development plays in helping companies realise their business objectives. He recently completed a doctoral research project, which explored 'Complex (Global) Account Selling Effectiveness' and the extent to which a values based approach to developing relationships with customers enhances sales performance. These research findings have now become the core values at Consalia and guide much of Consalia's approach to development and training.

Philip is currently collaborating with academic institutions to raise the levels of professionalism with sales, sales leadership and general management, through Masters programmes tailored to the specific roles of managers and sales people. This collaboration is worldwide.

Howard Stevens



Howard Stevens is Chairman and CEO of Chally Group Worldwide, a research firm focused on Talent Management, Leadership Development and Sales and Productivity Improvement. Chally provides both Talent and Productivity Audits at a Corporate, Functional and Individual level as well as Personnel Assessments in 23 languages. Our research services support over 2,500 customers in 49 countries. Clients include such diverse international corporations as IBM, American Family Insurance, General Motors, Verizon, Sara Lee, Siemens, Xerox, and Johnson Controls as well as many mid- and smaller-sized companies. Mr. Stevens specializes in both management and sales effectiveness and

productivity. In management development he directed the first long-term study of the critical success factors for Leadership development for The National Aeronautics and Space Administration (NASA) and the United States Defense Department and its major defense contractors. A licensed clinical psychologist, he is known for his research, keynote speeches, and programs in Leadership Development, Total Quality Sales Management (TQSalesM), Business and Productivity Analytics

In sales performance, he originated Customer Purchasing benchmarking in business to business sales, and is the creator of the original sales product life cycle classifications. Chally maintains the largest world class sales database which includes benchmark metrics and processes of the only world class sales forces identified through research with over 80,000 business customer decision-makers. Chally has also created the largest statistical database and validation research for the evaluation of requirements for sales, professional, and executive positions, and in market and customer analyses.

Howard is the author of several books (published in multiple languages) on sales and management including *Achieve Sales Excellence*, *The Quadrant Solution*, *The science of Sales*, *Selling the Wheel*, *How to Sell your products and Services to the Right Market and the Future of Selling (The End of Sales as We Know It)*. He has written many articles including the Annual Cover Story for Chief Executive Magazines “Best Companies for Leaders” and regular articles on sales, leadership, and professional development.

He is a frequent speaker and radio and television guest. He has been a guest on CNN, CNBC, Bloomberg USA, National Public Radio, Radio Free America and other business based programs. He has been a regular presenter at the *Selling Power* Sales Leadership Conference. His world class sales benchmarks program has been presented over 1000 times across 40 countries for corporations, trade associations, government agencies, and universities.

Howard is the founder and CEO of the Sales Education Foundation that supports the universities who offer formal sales programs. Mr. Stevens has also taught “World Class Sales” benchmarks at the Columbia University Graduate School of Business, and served as the Chairman of the Sales Advisory Board for Ohio University and is an Honorary Alumni of Ohio U. He is also a member of both the Foundation Board and helped form the Theatre Board of Wright State University. In his early career (1971) he also founded the Ohio Institute of Photography and is listed in *Who’s Who* and many professional references.

He has been professionally associated with several Washington-based groups where he has consulted with both the Defense Department - researching leadership development strategies; the Justice Department - developing police selection techniques, the Intergovernmental Personnel Act - developing performance appraisal systems, the Department of Defense - Identifying critical dimensions of management and leadership,

and the Atomic Energy Commission. He has been recognized by the National Space Administration (NASA) with the Golden Satellite Award for his Contribution to the Space Program of the United States. He is married with two sons and lives in Dayton, Ohio.

Nina Stübiger



Lebenslauf (Curriculum Vitae)

- Seit 09/2012

Promotionsstudium an der Justus-Liebig-Universität Gießen; Dissertation zum Thema „Sales' Value Creating Capabilities: An Organizational-Level Perspective“

- Seit 07/2012

Mitarbeiterin an der Professur für Marketing, Justus-Liebig-Universität Gießen, Prof. Dr. Alexander Haas.

- 2011 - 2013
Stipendium des JungforscherInnenfonds der Universität Graz und der Steiermärkischen Sparkasse AG, Graz, Österreich
- 08/2010 - 07/2012
Wissenschaftliche Assistentin am Institut für Marketing, Abteilung Business-to-Business Management, Karl-Franzens-Universität Graz, Prof. Dr. Alexander Haas, Graz, Österreich
- 08/2010 - 07/2012
Promotionsstudium an der Faculty of Communication Sciences, Institute of Marketing and Communication Management (IMCA), Università della Svizzera Italiana
- 05/2010
Studienabschluss der Sozialwissenschaften an der Friedrich- Alexander Universität Erlangen-Nürnberg (Diplom-Sozialwirtin)
- 11/2007 - 12/2008
Werkstudentin bei der Siemens AG im Bereich Industry, Industrial Services and Solutions, Business Development, Erlangen, Deutschland
- 04/2007 - 09/2007
Praktikantin bei Siemens Energy and Automation im Geschäftsbereich Industrial Services, im Business Development/Marketing, Atlanta, USA
- 11/2005 - 03/2007
Werkstudentin bei der Siemens AG im Bereich Corporate Personnel, Siemens Graduate Program, Erlangen, Deutschland

Jing Tang



Jing Tang is a Doctoral student at Auvergne University in France.

Kenneth I. Tsuye



Dr. Kenneth I. Tsuye is an associate professor of Business Administration at Hiroshima University of Economics (H.U.E), Hiroshima, Japan. He received his Doctor of Business Administration from United States International University (currently, Alliant International University) and researches and teaches entrepreneurship and entrepreneurial marketing within the management department at H.U.E. Before working fifteen plus-years in Hiroshima, Dr. Tsuye started up a variety of technology-based startups with operations and sales offices in Los Angeles and Tokyo. In addition to teaching, Dr. Tsuye authored two non-fiction books in Japanese and is retained as a management consultant to various firms in Japan and the U.S. His hobbies include participation in Masters Swimming events. He can be contacted at ki-tsuye@hue.ac.jp

Ben Turner



Ben Turner is Sales Director at the Institute of Sales & Marketing Management. Ben has managed and directed sales forces across many different industries, and now advises some of the largest organisations in the world on sales academies and how to create world class sales organisations. With clients across the UK, Europe, Middle East and Far East, he has a truly global view of sales talent development, and the initiatives that are exciting sales leaders.