

# Leff Bonney

## Associate Professor

Department of Marketing • College of Business • Florida State University, Tallahassee, FL 32306  
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### Education

#### **College of Business Administration – University of Tennessee**

Doctor of Philosophy Business Administration – Summer 2008

Major: Marketing Secondary Area: Knowledge Management

#### **Terry School of Business – University of Georgia**

Master of Business Administration - Spring 2004

#### **College of Business Administration – University of Tennessee**

Bachelor of Business Administration: Marketing - Spring 1995

### Peer Reviewed Journal Articles

**Bonney, Leff**, Elizabeth Davis-Sramek, and Ernest Cadotte (*Forthcoming*) “ ‘Thinking’ about Business Markets: A Cognitive Assessment of Market Awareness and the Impact of Team Market Awareness Profiles on Performance,” *Journal of Business Research*, Accepted September 2015.

**Bonney, Leff**, Bryan Hochstein and Melissa Nieves (2015), “Positive and Negative Social Reactions to Salesperson Deviance,” *Journal of Marketing Theory and Practice*, 23 (3), p. 303.

**Bonney, Leff**, Chris Plouffe and Michael Brady (2014), “Investigations of Sales Representatives’ Valuation of Options,” *Journal of the Academy of Marketing Science*, p.16.

Bolander, William, **Leff Bonney** and Cinthia Saturnino (2014), “Sales Education Efficacy: Examining the Relationship Between Sales Education and Sales Success,” *Journal of Marketing Education*, 32(2), p. 161.

Agnihotri, Raj, **Leff Bonney**, Andrea Leigh Dixon, Robert Erffmeyer, Ellen Bolman Pullins, Jane Z. Sojka, and Vicki West (2014), “Developing a Stakeholder Approach for Recruiting Top-Level Sales Students,” *Journal of Marketing Education*, 36 (1), p. 75.

**Bonney, Leff**, Chris Plouffe, Jeremy Wolters (2014), “I Think I Can...I Think I Can”: The Impact of Perceived Selling Efficacy and Disclosure on Sales Person Escalation of Commitment,” *Industrial Marketing Management*, 43 (5), p.826.

Moreau, Page, **Leff Bonney** and K. Herd (2011), “For You or For Me; How the Intended Recipient Influences the Customization Experience and Valuations of Customized Products,” *Journal of Marketing*, 75 (5), p.120.

**Bonney, Leff** and Brian Williams (2008), “From Products to Solutions: The Role of Salesperson Opportunity Recognition in Providing Customer Value,” *The European Journal of Marketing*, 43 (8), p.1032.

Moon, Mark and **Leff Bonney**, (2007), “An Application of the Investment Model to Buyer / Seller Relationships: A Dyadic Perspective,” *The Journal of Marketing Theory and Practice*, 15 (4), p. 335.

## Peer Reviewed Conference Proceedings

**Bonney, F. Leff**, “I Think I Can...I Think I Can”: The Impact of Perceived Selling Efficacy and Deal Disclosure on Salesperson Escalation of Commitment,” *2011 Global Sales Science Institute Conference*, (Milan, Italy).

Cadotte, Ernest, Greg Gundlach and **Leff Bonney**, “A Critical Review of Simulations as a Research Methodology,” *2011 Winter Educators Conference* (Austin, TX) American Marketing Association

**Bonney, Leff**, Page Moreau, and Kelly Herd “For You or For Me? How the Intended Recipient Influences Customization Experience and Valuations of Customized Products,” *Association for Consumer Research Annual Conference*, October 2010.

----- “Market Opportunity Recognition: The Construct and Implications for Marketing Effectiveness and Financial Performance,” *2007 UIC Research Symposium on Marketing and Entrepreneurship* (Washington, DC).

-----, “Using the Theory of Competitive Rationality to Explain the Internal Behavior of Solutions Oriented Firms,” *2007 Academy of Marketing Science Annual Conference* (Miami, FL) Academy of Marketing Science.

----- and Ken Kahn, “The Use of Sales Force Intelligence in New Product Development: A Preliminary Investigation,” *2006 PDMA Innovation Management Conference*, (Atlanta, GA) Product Development and Management Association.

-----, “The Use of Embedded Supplier Information in the Pre-Decision Phase of Industrial Purchasing,” *2006 ISBM Business-to-Business Marketers Conference*, (Chicago, IL) Institute for the Study of Business Markets.

----- and Brian Williams “A New Product Development Framework for Key Account Formation,” *2005 Academy of Marketing Science Annual Conference*, (Tampa, FL), Academy of Marketing Science.

## Invited Publications

**Leff Bonney**, “The Last-Mile of Customer Stratification in Wholesale-Distribution,” *National Association of Wholesale-Distribution, Excellence in Distribution Monograph* (December 2014 Publication Date).

-----, (2011), “But What did it Cost Us? How to Reduce Selling Costs in Wholesale-Distribution,” *National Association of Wholesale-Distribution, Excellence in Distribution White Paper Series*.

## Invited Presentations

**Leff Bonney**, “Dynamic Customer Portfolios and Deal-Level Segmentation,” *2013 National Association of Wholesale-Distribution Annual Meeting* (Washington, DC).

-----, “3 Habits of Highly Ineffective Sales Organizations,” *2012 Interline Brands National Sales Meeting*, (Orlando, FL).

-----, “Why Sales Reps Overvalue Accounts and What to do About It,” *2012 Laird Plastics National Sales Managers Meeting* (Phoenix, AZ).

-----, “Challenges in Key Account Management,” *2012 Interline Brands Sales Manager and Strategic Account Manager Meeting*, (Jacksonville, FL).

-----, “Coaching Versus Managing and Best Practices in Both,” *2011 Sales Management Association Annual Member Conference* (Atlanta, GA).

-----, “The Psychology of Today’s Industrial Buyers and Sellers,” *2011 Interline Brands National Sales Meeting*, (Orlando, FL).

## **Teaching Experience**

### *Florida State University (Undergraduate):*

- Principles of Marketing
- Marketing Research
- Advanced Sales Techniques
- Sales Management
- Professional Selling
- Sales Team Practicum
- Key Account Selling Practicum
- Customer Relationship Management
- Global Strategic Marketing

### *Florida State University (MBA):*

- Customer Relationship Management
- Strategic Sales Operations Management

**Evaluations:** Average student evaluation for key criterion “Instructor Overall Effectiveness” across courses = **1.84/5.00**  
(1 = Excellent to 5 = Poor)

### *University of Tennessee:*

- Global Marketing Strategy
- Selling & Sales Force Management
- Demand Management (Principles of Marketing)
- *Marketplace* Integrated Business Simulation

**Evaluations:** Average student evaluation for key criterion “Instructor Overall Teaching Effectiveness” across courses = **4.64/5.00**;  
(0 = Poor to 5= Excellent)

### *Visiting Professor:*

- Marketing Strategy – Reims School of Management, Reims, France
- Sales Force Strategy – IESEG School of Management, Paris, France

### *Executive Training Experience:*

Aflac; BDO Accounting and Consulting; The Brevet Group; Enterprise Axis Software; Glades Agro Mgmt., GTO Inc., Humana; Interline Brands; Kennedy Education Group; Laird Plastics; Leviton; National Association of Electrical Distributors; National Association of Wholesaler-Distributors; Provista; Stellar Construction; Team1 Orthopedics.

## **Professional Affiliations**

- Member, American Marketing Association (AMA)
- Member, Academy of Marketing Science (AMS)
- Member, Global Sales Science Institute (GSSI)

## **Industry Experience**

### **(8+ Years Sales and Sales Management in B2B and Pharmaceuticals)**

Birmingham, AL

Jan 2002 – May 2003

#### **Eli Lilly Pharmaceuticals – Senior Sales Research Representative**

- Promoted mental health medications to physicians and staff in central and northern Alabama
- Collaborated with key physicians and corporate marketing to develop new marketing materials to be used by other sales representatives nationwide.
- Increased sales 18% during tenure as senior sales representative

Birmingham, AL

Aug 1998 – Jan 2002

#### **Wallace Integrated Graphics– Regional Manager**

- Managed 10 sales representatives and 2 support personnel

- Hired and trained incoming sales representatives and support staff
- Negotiated major contracts with strategic accounts within the region
- Increased territory sales 110% during tenure as regional manager

Johnson City, TN  
July 1997 – Aug 1998

**Wallace Integrated Graphics – District Manager**

- Launched a new sales district in a underserved territory while serving as the main contact for customers in the territory
- Hired and trained new sales representatives and negotiated facility contracts during the establishment of the new sales office
- Increased sales 25% during tenure as district manager

Knoxville, TN  
May 1995 – July 1997

**Wallace Integrated Graphics – Sales Representative**

- Responsible for building and maintaining customer relationships in a business-to-business selling environment

**Honors/Awards**

*Academic Accolades*

- Top rated faculty member in the FSU Marketing department 2012
- Coached Top 5 Team (out of 70 teams), National Collegiate Sales Competition 2010, '11, '12
- Coached Overall National Champion, RBI Sales Competition 2009
- AMA Sales Educator of the Year Nominee 2011, 2013
- John R. Moore Graduate Teaching Award Finalist (UTK) 2008
- Sheth AMA Doctoral Consortium Award 2007
- Kauffman Foundation Scholarship Winner 2007
- Selected as attendee to ISBM PhD Young Researchers' Seminar 2005 / 2006

*Industry Accolades*

- Eli Lilly Rising Leader Award (Awarded to 5 people in the corporation) 2002
- Wallace Integrated Graphics – Outstanding Performance Club 1996, '99, '01
- Wallace Integrated Graphics – Circle of Excellence 1998
- Wallace Integrated Graphics – Rookie of the Year 1996

**Service**

*To the Marketing / Sales Discipline*

- Global Sales Science Institute, 2014 International Conference Chair 2014
- AMA Sales SIG Program Chair 2013 - Present
- Sales Education Foundation Advisory Board 2013 – Present
- Co-Founder & Director, The Sales Educators' Academy 2010 – Present
- Ad hoc Reviewer *Journal of the Academy of Marketing Science* 2010 – Present
- Ad hoc Reviewer *Journal of Personal Selling and Sales Management* 2009 – Present
- Program Chair, University Sales Center Alliance 2012-2013
- AMS Annual Academic Conference B2B Track Chair 2010
- AMA Winter Educator's Conference Sales Track Chair 2010
- AMS World Congress – Reviewer, Sales Track 2006
- PDMA Conference - Reviewer 2006

*To Florida State University*

- Director, DeSantis Center for Executive Education 2015 - Present
- Director, FSU / ICSC Sales Management Case Competition 2013 - Present
- Director, FSU Graduate Certificate Program in Sales Management 2011 - Present
- Florida State University Marketing Dept. Hiring Committee 2009 – Present
- Florida State University Marketing Dept. Strategic Planning Committee 2012 – Present
- Florida State University COB Online Teaching Quality Committee 2014 - Present
- Florida State University COB Assessment Committee 2013 – Present
- FSU National Sales Team Coach 2008 - Present
- Florida State University COB Strategic Planning Committee 2009 - 2010