
Willy Bolander

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EDUCATION

Ph.D. Marketing (Management Minor) – *University of Houston, 2011.*

Bachelors of Business Administration – *Kennesaw State University, 2007.*

ACADEMIC APPOINTMENTS

Carl DeSantis Professor of Marketing, Florida State University, August 2021 – Present.

Carl DeSantis Associate Professor of Marketing, Florida State University, August 2016 – August 2021.

Assistant Professor of Marketing, Florida State University, May 2011 – August 2016.

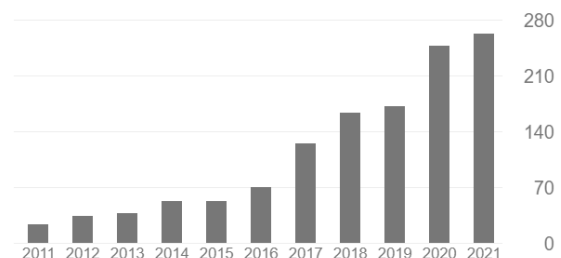
RESEARCH

Research Interests

- **Intraorganizational relationships as drivers of salesperson behavior and performance.**
 - *Examples: Saturnino et al. (2022), Hochstein, Zahn, and Bolander (2017), Plouffe et al. (2016), Bolander et al. (2015).*
- **Individual adaptation to personal and organizational change over time.**
 - *Examples: Dugan, Rouziou, and Bolander (2020), Bolander et al. (2020), Boichuk et al. (2014), Ahearne et al. (2010).*
- **Interpersonal influence, persuasion, and ethics in sales and management.**
 - *Examples: Lussier, Hartmann, and Bolander (2021), Hochstein et al. (2019), Fajardo, Townsend, and Bolander (2018), Bolander et al. (2017).*
- **Measurement, operationalization, method, and research issues.**
 - *Examples: Bolander et al. (2021), Dugan et al. (2020), Bolander, Dugan, and Jones (2017).*

Publication Overview

Total Academic Publications	26
A-Level Marketing Publications (JM, JMR, JCR, and MarkSci)	6
Financial Times 50 (FT50) Publications	10
Google Scholar Citations	1478



Academic Publications

Satornino, Cinthia B., Alexis Allen, Huanhuan Shi, and Willy Bolander (2022) “Understanding the Performance Effects of “Dark” Salesperson Traits: Machiavellianism, Narcissism, and Psychopathy,” **Journal of Marketing**, *forthcoming*.

Peesker, Karen M., Peter D. Kerr, Willy Bolander, Lynette J. Ryals, Jonathan A. Lister, and Howard F. Dover (2022) “Hiring for Sales Success: The Emerging Importance of Salesperson Analytical Skills,” **Journal of Business Research**, 144, 17-30.

Munyon, Timothy P., Rachel E. Frieder, Cinthia B. Satornino, Andrew M. Carnes, Willy Bolander, and Gerald R. Ferris (2021) “Selling Your Network: How Political Skill Builds Social Capital and Enhances Salesperson Performance,” **Journal of Personal Selling and Sales Management**, 41 (3), 233-249.

Bolander, Willy, Nawar N. Chaker, Alec Pappas, and Daniel R. Bradbury (2021), “Operationalizing Salesperson Performance with Secondary Data: Aligning Practice, Scholarship, and Theory,” **Journal of the Academy of Marketing Science**, 49 (3), 462-481.

Hochstein, Bryan, Willy Bolander, Brett Christenson, Alexander Bolton Pratt, and Kristy Reynolds (2021), “An Investigation of Consumer Subjective Knowledge in Frontline Interactions,” **Journal of Retailing**, 93 (3), 336-346.

Lussier, Bruno, Nathaniel N. Hartmann, and Willy Bolander (2021), “Curbing the Undesirable Effects of Emotional Exhaustion on Ethical Behaviors and Performance: A Salesperson-Manager Dyadic Approach,” **Journal of Business Ethics**, 169, 747-766.

Dugan, Riley, Deva Rangarajan, Lenita Davis, Willy Bolander, Ellen Bolman Pullins, Dawn Deeter-Schmelz, Joel LeBon, and Raj Agnihotri (2020), “Sales Management, Education, and Scholarship Across Cultures: Early Findings from a Global Study and an Agenda for Future Research,” **Journal of Personal Selling and Sales Management**, 40 (3), 198-212.

Liu, Yongmei, Bryan Hochstein, Willy Bolander, Kevin Bradford, and Barton A. Weitz (2020), “Internal Selling: Antecedents and the Importance of Networking Ability in Converting Internal Selling Behavior to Salesperson Performance,” **Journal of Business Research**, 117, 176-188.

Dugan, Riley, Maria Rouziou, and Willy Bolander (2020), “The Case for Hiring Neurotic Salespeople: A Longitudinal Growth Modeling Analysis,” **Journal of Business Research**, 116, 123-136.

Bolander, Willy, Cinthia B. Satornino, Alexis Allen, Bryan Hochstein, and Riley Dugan (2020), “Whom to Hire and How to Coach Them: A Longitudinal Analysis of Newly Hired Salesperson Performance,” **Journal of Personal Selling and Sales Management**, 40 (2), 78-94.

***Lead article. Awarded the JPSSM Jolson Award for Best Contribution to Practice, 2021.**

Hochstein, Bryan, Willy Bolander, Ronald Goldsmith, and Christopher R. Plouffe (2019), “Adapting Influence Approaches to Informed Consumers in High-Involvement Purchases: Are Salespeople Really Doomed?,” **Journal of the Academy of Marketing Science**, 47 (1), 118-137.

Bolander, Willy, and Keith Richards (2018), “Why Study Intraorganizational Issues in Selling and Sales Management,” **Journal of Personal Selling and Sales Management**, 28 (4), 621-635.

Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), “Toward an Optimal Donation Solicitation: Evidence from the Field of the Differential Influence of Donor-Related and Org.-Related Information on Donation Choice and Amount,” **Journal of Marketing**, 82 (2), 142-152.

***Finalist for the AMA-EBSCO Responsible Research in Marketing Award, 2021.**

Hochstein, Bryan, William J. Zahn, and Willy Bolander (2017), “Exploring the Unintended Negative Impact of an Ethical Climate in Competitive Environments,” **Marketing Letters**, 28 (4), 621-635.

Holmes, Yvette, Lauren Beitelspacher, Bryan Hochstein, and Willy Bolander (2017), ““Let’s Make a Deal:” Price Outcomes and the Interaction of Customer Persuasion Knowledge and Salesperson Negotiation Strategies,” **Journal of Business Research**, 78, 81-92.

Hochstein, Bryan and Willy Bolander (2018), “The Disruptive Impact of Customer Engagement on the Business-to-Consumer Sales Force,” In R.W. Palmatier, V. Kumar, and C.M. Harmeling (Eds.), **Customer Engagement Marketing**, 203-218. Cham: Palgrave Macmillan.

Bolander, Willy, Riley Dugan, and Eli Jones (2017), “Time, Change, and Longitudinally Emergent Conditions: Understanding and Applying Longitudinal Growth Modeling in Sales Research,” **Journal of Personal Selling and Sales Management**, 37 (2), 153-169.

Bolander, Willy, William J. Zahn, Terry Loe, and Melissa Clark (2017), “Managing New Salespeople’s Ethical Behaviors during Repetitive Failures: When Trying to Help Actually Hurts,” **Journal of Business Ethics**, 144 (3), 519-532.

Plouffe, Christopher R., Willy Bolander, Joseph A. Cote, and Bryan Hochstein (2016), “Does the Customer Matter Most? Exploring Strategic Frontline Employees’ Influence of Customers, Business Partners, and the Internal Sales Team,” **Journal of Marketing**, 80 (1), 106-123.

***Awarded the AMA’s Sales SIG Research Excellence Award, 2017.**

Bolander, Willy, Cinthia B. Saturnino, Doug Hughes, and Gerald R. Ferris (2015), “Social Networks within Sales Organizations: Their Development and Importance for Salesperson Performance,” **Journal of Marketing**, 79 (6), 1-16.

***Lead article. Awarded the AMA’s Sales SIG Research Excellence Award, 2016.**

Bolander, Willy, Leff Bonney, and Cinthia B. Saturnino (2014), “Sales Education Efficacy: Examining the Relationship Between Sales Education and Sales Success,” **Journal of Marketing Education**, 36 (2), 169-181.

***Recognized as the best sales paper published in the Journal of Marketing Education, 2014.**

Boichuk, Jeffrey P., Willy Bolander, Zachary R. Hall, Michael Ahearne, William J. Zahn, and Melissa Nieves (2014), “Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership,” **Journal of Marketing**, 78 (1), 95-111.

Plouffe, Christopher R., Willy Bolander, and Joseph A. Cote (2014), “Which Influence Tactics Lead to Sales Performance? It’s a Matter of Style,” **Journal of Personal Selling and Sales Management**, 34 (2), 141-159.

Ahearne, Michael, John Mathieu, Son K. Lam, and Willy Bolander (2010), “Why Are Some Salespeople Better At Adapting to Organizational Change?,” **Journal of Marketing**, 74 (3), 65-79.

***Featured as a “Research Brief” in Academy of Management Perspectives, August 2010.**

Fu, Frank, Willy Bolander, and Eli Jones (2009), “Managing the Drivers of Organizational Commitment and Salesperson Effort: An Application of Meyer and Allen’s Three-Component Model,” **Journal of Marketing Theory and Practice**, 17 (4), 335-350.

***Honored as among the 10 most cited articles published in JMTP from 2008-2012.**

Fu, Frank, Eli Jones, and Willy Bolander (2008), “Product Innovativeness, Customer Newness, and New Product Performance: A Time-Lagged Examination of the Impact of Salesperson Selling Intentions on New Product Performance,” **Journal of Personal Selling and Sales Management**, 28 (4), 351-364.

Sample of Academic Articles in Progress*

“Treating Top Producers like Superstars,” with Manoshi Samaraweera, Bill Zahn, and Betsy Gelb. Under second round review at the **Journal of Personal Selling and Sales Management**.

“Social Network Effects on Performance and Turnover,” with Alec Pappas, Maria Rouziou, Bruno Lussier, and Christopher Plouffe. Submission imminent to the **Journal of Marketing**.

“Longitudinal CSR Research Agenda,” with Riley Dugan, Melissa Clark, Daniel Bradbury, and Maria Rouziou. Submission imminent to the **Journal of Business Ethics**.

“Longitudinal Experimental Marketing Research,” with Harrison Pugh, Riley Dugan, and Maura Scott. Reject and Resubmit at the **Journal of the Academy of Marketing Science**.

**some details of these papers are omitted to maintain the anonymity of the review process.*

Practitioner Publications

Bolander, Willy, Cinthia Saturnino, Alexis Allen, Bryan Hochstein, and Riley Dugan, (2022), “What to Look for in Your Next Sales Hire,” **Baylor’s Keller Center Research Report**, 15 (1).

Hochstein, Bryan, Willy Bolander, Ronald Goldsmith, and Christopher R. Plouffe (2019), “How to Win the Sale: Adapting Sales Techniques,” **Baylor’s Keller Center Research Report**, 12 (4).

Bolander, Willy, Riley Dugan, and Cinthia Saturnino (2017), “Sales Training and Development Reboot,” **TD (Talent Development) Magazine**.

Plouffe, Christopher, Willy Bolander, Joseph Cote, and Bryan Hochstein (2017), “Is the Customer Really King?,” **Baylor’s Keller Center Research Report**, 10 (2).

Beitelspacher, Lauren Skinner, and Willy Bolander (2017), “For Stronger Relationships with Your Colleagues and Customers, Put in Some Sweat Equity,” **Association for Talent Development Sales Enablement Blog**.

Bolander, Willy, Christopher Plouffe, Joseph Cote, and Bryan Hochstein (2017), “Is the Customer King?,” **LSE Business Review Blog**.

Bolander, Willy and Cinthia Saturnino (2016), “If You’re in Sales, Don’t Build Relationships Only with Customers,” **LSE Business Review Blog**.

Bolander, Willy (2016), “Think the Customer Matters Most? Consider Your Entire Portfolio of Relationships,” **Association for Talent Development Sales Enablement Blog**.

Bolander, Willy (2016), “(Mis) Managing Salesperson Performance Failure: When Good Intentions Produce Bad Behaviors,” **Association for Talent Development Sales Enablement Blog**.

Bolander, Willy (2015), “Need a Sales Performance Boost? Look Inside Your Own Organization,” **Association for Talent Development Sales Enablement Blog**.

Bolander, Willy (2015), “Hiring Sales People? Look for Experienced Sales Veterans or Inexperienced College Graduates,” **Association for Talent Development Sales Enablement Blog**.

Academic Conferences and Invited Presentations

“Salesperson Depression and Performance Over Time” with Bruno Lussier, Lisa Beeler, and Nathaniel Hartmann.

- Presented at the National Conference in Sales Management March 2022, Minneapolis, MN.

“Is Sales Competition a Good Motivator or a Bad Idea? The Underlying Mechanism of Threat Appraisals” with Bill Zahn, Bryan Hochstein, Yi Peng, and David Mathis.

- Presented at the National Conference in Sales Management March 2022, Minneapolis, MN.
- Presented at the Association of Marketing Theory and Practice March 2022, Destin, FL.

“Performance Effects of ‘Dark’ Salesperson Traits: Machiavellianism, Narcissism, and Psychopathy.”

- Presented at the Texas A&M University October 2021, College Station, TX.

“Applications of Longitudinal Growth Models in Behavioral Marketing Research.”

- Presented at the Essec University January 2021, Paris, France.

“Change is the Only Constant: The Application and Interpretation of Longitudinal Growth Models in Service Research” with Harrison Pugh, Riley Dugan, and Dwayne Gremler.

- Accepted at the Frontiers in Service Conference June 2020, cancelled for COVID-19.

“Exploring the Nature and Impact of Social Sales Management Practices on Envy in Competitive Sales Environments” with Nawar Chaker, Bryan Hochstein, and Deva Rangarajan.

- Presented at the AMS Annual Conference May 2020, Coral Gables, FL.

“Protecting Against the Effects of Emotional Exhaustion on Unethical Behaviors: The Moderating Roles of Perceived Supervisor Support and Salesperson Grit” with Bruno Lussier and Nathaniel Hartmann.

- Presented at the National Conference in Sales Management March 2019, Jacksonville, FL.

“The Bright Side of the Dark Triad: A Dynamic Social Network Perspective” with Cinthia Saturnino, David Norton, and Alexis Allen.

- Presented at the AMS Annual Conference May 2019, Vancouver, BC, Canada.

“Face-to-Face Frontline Value Delivery: Knowledge Brokers and Consumer Informedness” with Bryan Hochstein, Benjamin Britton, and Alex Pratt.

- Presented at the National Conference in Sales Management March 2019, Jacksonville, FL.
- Presented at the AMS Annual Conference May 2019, Vancouver, BC, Canada.

“Applications of Longitudinal Growth Models in Selling and Sales Management.”

- Presented at the Insper University October 2018, Sao Paulo, Brazil.

“Call Us Crazy: Performance Advantages of Primary Psychopathy and Information Control in Salesperson Ego Networks” with Cinthia Saturnino, Carlos Bauer, and Riley Dugan.

- Presented at the AMS World Marketing Congress 2018, Porto, Portugal.

“That’s Interesting: A Deliberate Approach to More Interesting (And More Easily Publishable) Research” a special session conducted with Riley Dugan.

- Presented at the National Conference in Sales Management 2018, San Diego, CA.

“The Case for Hiring Neurotic Salespeople” with Riley Dugan, Maria Rouziou, and Cinthia Saturnino.

- Presented at the AMA Winter Educator’s Conference 2018, New Orleans, LA.

“Applications of Longitudinal Growth Models in Selling and Sales Management”

- Presented at the HEC University of Montreal June 2017, Montreal, Quebec.

“Examining Negotiation Strategies in the B2C Context: Consumer persuasion Knowledge Vs. Seller Negotiation Techniques” with Yvette Holmes, Lauren Beitelspacher, and Bryan Hochstein.

- Presented at the AMS World Marketing Congress 2016, Paris, France.

“Reaping and Sowing: The Effects of Salesperson Networking Ability on Sales Performance Over Time” with Doug Hughes, Keith Richards, and Cinthia Saturnino.

- Presented at the AMS Annual Conference 2016, Orlando, FL.

“Getting in Position: Uncovering Antecedents of Global Network Capital” with Cinthia Saturnino and Chris Plouffe.

- Presented at the AMS Annual Conference 2016, Orlando, FL.

“Do Salespeople Compete Ethically?” with Bill Zahn and Bryan Hochstein.

- Presented at the AMS Annual Conference 2016, Orlando, FL.

“The Effects of Hire Source on Newly Hired Salesperson Performance Growth Over Time” with Cinthia Saturnino, Alexis Allen, and Bryan Hochstein.

- Presented at the AMS World Marketing Congress 2016, Paris, France.
- Presented at the National Conference in Selling and Sales Management 2016, Milwaukee, WI.

“Converting Purchase Commitments into Purchase Fulfillments: An Examination of Salesperson Characteristics and Influence Tactics” with Melissa Clark and Bryan Hochstein.

- Presented at the National Conference in Selling and Sales Management 2016, Milwaukee, WI.

“Applications of Longitudinal Growth Models in Selling and Sales Management”

- Presented at the University of Hawaii February 2016, Honolulu, HI.

“Coaching Sales Students: Great Way to Success or a Great Waste of Time?”

- Presented at the Sales Educator’s Academy 2015, Winter Park, FL.

“The In’s and Out’s of Embedded Sales Rep Consultation in the Pre-decision Stage of Organizational Purchasing” with Leff Bonney and Bryan Hochstein.

- Presented at the Academy of Marketing Science 2015, Denver, CO.

“A Conceptual Overview of What the Informed Customer and the Adaptive Salesperson Bring to a Modern Sales Interaction” with Bryan Hochstein.

- Presented at the National Conference on Sales Management 2015, Houston, TX.

“A Dyadic Perspective on the Interplay between Ethical and Competitive Climates in the Salesforce” with Bryan Hochstein and Bill Zahn.

- Presented at the Southeast Marketing Symposium 2015, Tallahassee, FL.

“Do Salespeople Matter in the Information Age?” with Bryan Hochstein.

- Presented at the Global Sales Science Institute 2014, London, England.

“Experiential Learning in Sales Education.”

- Presented at the Sales Educator’s Academy 2013, Winter Park, FL.

“Decomposing Customer Need Knowledge: The Role of Salesperson Intuition” with Michael Ahearne and Zachary Hall.

- Presented at the AMA Winter Educator’s Conference 2012, St. Petersburg, FL.

“The Marketing-Sales Interface During New Product Launch: How Can Marketing Influence the Sales Force?” with Michael Ahearne, Florian Kraus, and Carmen Liutec.

- Presented at the AMA Summer Educator’s Conference 2011, San Francisco, CA.

“Influencing Key Account Strategy Implementation” with Michael Ahearne and Florian Kraus.

- Presented at the 2011 AMS Annual Conference, Coral Gables, FL.
- Presented at the AMA Winter Educator’s Conference 2011, Austin, TX.

“Salesperson Goal Orientations as Determinants of Adaptation to Organizational Change” with Michael Ahearne, Son K. Lam, and John Mathieu.

- Presented at the University of Houston Marketing Ph.D. Symposium 2009, Houston, TX.
- Presented at the AMA Winter Educators Conference 2009, Austin, TX.

TEACHING INTERESTS

Selling, Sales Management, Marketing, and Strategy.

TEACHING EXPERIENCE

Courses Taught at Florida State University

MAR 6636 – Doctoral Seminar in Research Methods in Marketing – 2019-2022.

MAR 5409 – MBA Business-to-Business Marketing – 2018-2022.

MAR 5861 – MBA Customer Relationship Management - 2017.

MAR 5408 – MBA Sales Leadership – 2012-2015.

MAR 3400 – Professional Selling – 2011-2018.

MAR 4403 – Sales Management – 2014-2020.

MAR 4415 – Advanced Selling - 2013.

Courses Taught at the University of Houston

MARK 7397 – MBA Sales Leadership, co-taught with Prof. Carl Herman - 2010.

MARK 4373 – Advanced Professional Selling – 2008-2011.

MARK 3337 – Professional Selling – 2009-2011.

EXECUTIVE EDUCATION AND CONSULTING

Executive Education and Training Seminars

The following courses have been offered in 2-3 day formats in either a university setting or at firm-specific field locations. Seminars are a mix of lecture, discussion, and video recorded experiential exercises. They can be delivered in a customized, firm-specific format or adapted for open-enrollment.

Basics of Professional Influence

Covers essential influence concepts, persuasion techniques, the buyer's decision process, and more.

Advanced, Adaptive Professional Influence

Expands on basic influence concepts by focusing on understanding multiple methods of persuasion and identifying the situations in which they work best.

In-Field Influence Review and Coaching

Reinforcement experience that includes one day of review plus two days in the field providing managers, sales representatives, account managers, etc. feedback on their influence behaviors.

Sales Coaching and Management

Applies influence principles to the management function by treating management as a the process of "selling" to employees, peers, and even superiors.

Self Management

Details various concepts and tools to aid in personal motivation, time management, goal setting, etc. because sometimes the person you most need to influence is yourself.

Sample of Companies Participating in Executive Education and Training Courses

Arthrex/Team1 – Medical Devices

Aveda – Salon Products

Bumble & Bumble/Be.Creative House – Salon Products

Ecolab – Industrial Cleaning Products

Interline Brands – Maintenance Products

Stellar – Engineering and Construction

Research and Data Analysis Consulting

Data-related consulting projects are fully customized but tend to combine primary and secondary data to address issues related to enhancing sales performance or reducing employee turnover. The following examples provide some insight into past engagements.

Employee Competency Assessment

Identifies a firm's idiosyncratic performance drivers and uncovers which of these drivers represent the best opportunities for improvement. Helpful in informing hiring and training decisions.

Employee Training Needs Assessment

Identifies which employees are in need of specific training interventions. Useful in better allocating training dollars in order to reduce costs and improve results by training only those who need it.

Adaptive Influence Assessment

Identifies the optimal influence behaviors for the most common situations faced by a given firm. Helpful in avoiding the trap of "one size fits all" influence methods and focusing employees' effort.

Leader-Follower Interaction Assessment

Identifies the specific leader behaviors that are effective with certain followers, but not others. Useful in optimizing leader behaviors and informing employee placement and pairing decisions.

Sample of Companies Participating in Data Analysis Projects

Amazon Web Services – E-Commerce and Cloud Computing

Ball Seed – Horticultural Distribution

Banker's Life – Life Insurance
Bazaar Voice – E-Commerce and Customer Engagement
Curvature – IT Services
Dendreon – Immunotherapy
Ecolab – Industrial Cleaning Products
Gartner – Research and Advisory Services
Great Dane – Transportation and Logistics
Posti – Postal and Logistics Services
Royal Bank of Canada – Banking and Finance
Royal Canin – Pet Food
SAIA – Shipping and Logistics
Vantage Point Performance – Management Consulting
Walsworth Books – Publishing

AWARDS/HONORS

- Association of Marketing Theory and Practice Best Paper Award, 2022.
 - For the presentation “Is Sales Competition a Good Motivator or a Bad Idea?”
- JPSSM's Marvin Jolson Award for Best Contribution to Practice, 2021.
 - For Bolander, Saturnino, Allen, Hochstein, and Dugan 2020, Journal of Personal Selling and Sales Management.
- Selected as a finalist for the American Marketing Association-EBSCO Responsible Research in Marketing Award – 2021.
 - For Fajardo, Townsend, and Bolander (2018), Journal of Marketing.
- Outstanding Reviewer Award from the Journal of the Academy of Marketing Science – 2017.
- American Marketing Association Sales SIG Research Excellence Award – 2017.
 - For Plouffe, Bolander, Cote, and Hochstein (2016), Journal of Marketing.
- American Marketing Association Sales SIG Research Excellence Award – 2016.
 - For Bolander, Saturnino, Hughes, and Ferris (2015), Journal of Marketing.
- Florida State University Junior Faculty Research Productivity Award – 2016.
- Marketing Educator's Association, Best Sales Paper in the Journal of Marketing Education – 2014.
- Florida State University College of Business Emerging Scholar Award – 2014.
- Florida State University Core Values Award – 2014.
- Florida State University First Year Assistant Professor Research Award – 2012.
- Awarded honorable mention in the Academy of Marketing Science/Mary Kay Doctoral Dissertation Competition – 2011.
- Jesse Jones Dissertation Completion Scholarship – 2011.
- Selected as a finalist for the Institute for the Study of Business Markets Doctoral Dissertation Award Competition – 2010.
- University of Houston Graduate Teaching Excellence Award – 2010.

PROFESSIONAL SERVICE

Broad-Based Practitioner Outreach

- Host of the Sales Lab Podcast, featuring interviews with sales leaders, 2020-present.
 - www.thesaleslab.org

Journal Reviewing and Editing

- Senior Editor, Journal of Personal Selling & Sales Management, 2022-present.
- Associate Editor, Journal of Retailing 2021-present.
- Area Editor, Journal of the Academy of Marketing Science, 2021 – present.
- Editorial Review Board, Journal of Retailing, 2019 – 2020.
- Editorial Review Board, Journal of the Academy of Marketing Science, 2016 – 2020.
- Editorial Review Board, Journal of Personal Selling & Sales Management, 2012 – 2022.
- Ad Hoc Reviewer, Decision Sciences, 2020 – present.
- Ad Hoc Reviewer, Journal of Marketing Research, 2019 – present.
- Ad Hoc Reviewer, Journal of Retailing, 2018 – 2019.
- Ad Hoc Reviewer, Journal of Services Research, 2017 – present.
- Ad Hoc Reviewer, Journal of Marketing, 2015 – present.
- Ad Hoc Reviewer, Journal of Business Ethics, 2015 – present.
- Ad Hoc Reviewer, Journal of International Marketing, 2015 – 2016.
- Ad Hoc Reviewer, Journal of Marketing Education, 2014 – 2017.
- Ad Hoc Reviewer, European Journal of Marketing, 2013 – 2017.
- Ad Hoc Reviewer, Journal of Personal Selling & Sales Management, 2010 – 2012.

Doctoral Student Mentoring

Doctoral Student	Institution	Year	Role	Initial Job Placement	Current Position
Sean McGrath	Michigan State University	2023	Member	<i>pending</i>	<i>pending</i>
Alec Pappas	Florida State University	2021	Chair	Washington State University	same
Ilana Shanks	Florida State University	2018	Member	Stony Brook University	deceased
Bryan Hochstein	Florida State University	2016	Member	University of Alabama	same
Melissa Nieves	Florida State University	2015	Member	Berry College	same

Department/College/University Service

- Marketing Doctoral Policy Committee, Florida State University, 2016-current.
- Alternate Representative for Faculty Senate, Florida State University, 2019-2020.
- Marketing Undergraduate Policy Committee, Florida State University, 2011-2016.
- Sales Institute Faculty Member, Florida State University, 2011-current.

Conference Coordination

- Co-chair, Global Sales Science Institute Annual Conference, 2023.
- Co-chair, AMS Annual Conference, Sales Track, 2021.
- Co-chair, Global Sales Science Institute Virtual Conference, 2021.
- Co-chair, National Conference in Sales Management, Doctoral Student Track, 2017.
- Co-chair, National Conference in Sales Management, Doctoral Student Track, 2016.

- Co-chair, AMS World Marketing Congress, Selling and Sales Management Track, 2013.
- Co-chair, AMA Summer Educators Conference, Selling and Sales Management Track, 2011.
 - Special session on Improving Relations between Marketing and Sales.
- Co-chair, AMA Winter Educators Conference, Selling and Sales Management Track, 2011.
 - Special session on Selling to Key Account and Buying Centers.

Practitioner Conference Presentations

- “Entrepreneurial Selling: Using a Questioning Strategy to Adapt Your Sales Approach.”
 - Presented at the Entrepreneurship Bootcamp for Veterans (EBV) 2013, Tallahassee, FL.
- “Asking Better Questions: Selling By Understanding and Meeting Customer’s Needs.”
 - Presented at the EBV National Conference 2011, Orlando, FL.

Interviews, Quotes, and Media Coverage

- “Psychopaths, Narcissists, or Machiavellians: Who Makes the Best Salesmen?” *BigThink.com*, August 2022.
- “The Dark Side of the Sales Industry: It’s Filled with Machiavellians, Narcissists, and Psychopaths,” *FastCompany.com*, August 2022.
- “The Effect of Dark Traits Such As Machiavellianism, Narcissism, and Psychopathy on Salesperson Performance,” *Phys.org*, August 2022.
- “Should Your Startup Hire Sales Veterans or Rookies?” *Forbes.com*, November 2014.
- “4 Reasons Social Capital Trumps All,” *Forbes.com*, September 2014.
- “Sex, Politics, Religion, Oh My: Should Brands Take a Stand on Social Issues?” *YFS*, April 2013.
- “Add Urgency,” *Wearables Magazine*, March 2013.
- “You’re Fired! How to Deal with Problem Clients,” *850 Business Magazine*, February 2013.
- “Make More Money” *Advantages Magazine*, September 2012.
- “Re-Energize Your Sales Today,” *Advantages Magazine*, August 2012.
- “Profession Requires Self-Discipline and Adaptability,” *Military Times Edge*, July 2012.
- “7 Things Sales Experts Wish You Knew About Selling,” *YFS Magazine*, June 2012.
- “10 Common Objections Conquered,” *Advantages Magazine*, February 2012.

Membership in Professional Organizations

- American Marketing Association
- Academy of Marketing Science

INDUSTRY EXPERIENCE

Stanley Dean & Associates – Atlanta, GA

- Employed as Client Development Manager from August 2004 – May 2007.

State Farm Insurance – Destin, FL

- Employed in life insurance and financial services marketing from October 2003 – February 2004.

AA Global Benefits Services – Fort Walton Beach, FL

- Sold life insurance from October 2001 – October 2003, March 2004 – July 2004.