

RESUME
ROSANN L. SPIRO

Marketing Department
Kelley School of Business
Indiana University
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Bloomington, IN 47405-1701

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EDUCATION

Doctor of Philosophy in Business Administration
University of Georgia, Athens, Georgia
Marketing - Major Concentration
Statistics - Minor Concentration

Master of Business Administration
Indiana University, Bloomington, Indiana
Marketing - Major Concentration

Bachelor of Arts and Science
Indiana University, Bloomington, Indiana
Economics - Major Concentration
Math and Government - Minor Concentration

Post Doctoral Fellowship
University of Tennessee
Social Psychology

ACADEMIC APPOINTMENTS

Executive Director, Center for Global Sales Leadership	2009- 2003-2009	Kelley School of Business, Indiana University Marketing Department, Indiana University
Chairperson	2003-2009	Marketing Department, Indiana University
Professor	1992- 1992-	Marketing Department, Indiana University
Visiting Professor	2000	I.E.S.E., Barcelona, Spain
Visiting Professor	1991-92	Institute of Management, University of Aarhus, Denmark
Associate Professor	1984-91	Marketing Department, Indiana University
Associate Professor	1980-84	Department of Marketing and Transportation, University of Tennessee
Visiting Associate Professor	1982-83	Marketing Department, Indiana University
Assistant Professor	1976-80	Department of Marketing and Transportation, University of Tennessee

ADMINISTRATIVE POSITIONS

Executive Director, Center for Global Sales Leadership, 2009-2013.

President Elect, Global Sales Science Institute, 2010-2013.

Chairperson, Marketing Department, Kelley School of Business, Indiana University, August 2003-2009.

Board of Governors, Academy of Marketing Science, 2004-2010, 2013-

President, American Marketing Association Selling and Sales Management Special Interest Group, 2003-04.

Chairperson of the Board, American Marketing Association, 1994-95.

Board of Directors, American Marketing Association, 1988-91, 1993-95, 1998-00.

Board of Directors, American Marketing Association Foundation, 1993-96.

Board of Directors, Academy of Health Care Marketing, 1993-94.

President, World Marketing Association 1995-96, 1999-00.

Vice President, Global Relations, American Marketing Association, 1998-00.

Treasurer, American Marketing Association, 1993.

Treasurer, Academic Council, American Marketing Association, 1993.

Vice President, American Marketing Association, Education Division, 1990-91.

HONORS AND AWARDS

2012 Distinguished Marketing Educator Award, Academy of Marketing Science.

Fellow, Academy of Marketing Science, 2010.

Legend Video Series, Academy of Marketing Science, 2010.

Lifetime Achievement Award, American Marketing Association, Selling and Sales Management Special Interest Group, 2007

Exceptional Inspiration and Guidance Award, Kelley School of Business, 2004.

Fellow, Academic Leadership Program, Committee on Institutional Cooperation, 2004

Annual Excellence in Research Award, American Marketing Association, Selling and Sales Management Special Interest Group, 2002

Pi Sigma Epsilon Award for the outstanding article of the year in the *Journal of Personal Selling and Sales Management*, 1981, 1986, 1996

Profiles in Business Management: An International Directory of Scholars and Their Research, Harvard Business School, 1996

Speaker, American Marketing Association Faculty Consortium, Personal Selling and Sales Management, 1984, 1995

Faculty Fellow, American Marketing Association, Doctoral Consortium, 1990, 1991, 1993

Summer Research Grant, Indiana University School of Business, 1985, 1987, 1988, 1991, 1993, 1996

Teaching Development Grant, Indiana University School of Business, 1990

Graduate School of Business Faculty Development Award, University of Tennessee, 1981-82

Graduate School of Business Faculty Research Fellowship, University of Tennessee, 1978, 1980, 1985

University of Tennessee Faculty Research Award, 1977

Eli Lilly Endowment Teaching Fellow, 1977

Fellow, American Marketing Association Doctoral Consortium, 1974

COURSES TAUGHT

MBA

Strategic Marketing Management, Business Marketing Strategy, Sales Management

Undergraduate

Principles of Marketing, Sales Management, Personal Selling and Territory Management, Sales for Social Impact, Sales Workshop, Sales for Sales Management Practicum (Honors), Sales Practicum (Honors), International Marketing, Management, Analysis, and Display of Marketing Data, Database Marketing, Statistics (Parametric and Non-Parametric Methods),

PH.D

Managerial Research in Marketing.

OTHER WORK EXPERIENCE

Senior Sales Representative: Shell Oil Company, Commercial Marketing. Responsible included the sale of industrial fuels and lubricants to major industries and utilities in the Chicago metropolitan market.

Economist/Statistician: Shell Oil Company, Retail Marketing. Responsibilities included Sales Forecasting, Promotional Planning and Evaluation, Capital Budget Development and Control, Expense Budget Development and Control, Profitability Studies, Logistic Studies, New Market Evaluations.

CURRENT RESEARCH INTERESTS

Business to business marketing with particular interests in the salesperson/customer interaction, marketing/sales strategy, sales management, and organizational buying behavior.

REFEREED JOURNAL ARTICLES

“The Embedded Sales Force: Connecting Buying and Selling Organizations,” (2010), *Marketing Letters*, 21, September, 239-253. (with Kevin Bradford, Steve Brown, Shanker Ganesan, Gary Hunter, Vincent Oneyamah, Robert Palmatier, Dominique Rouzies, Harish Sujjan, and Barton Weitz,).

“Salesperson Selection, Training, and Development” (2005), *Journal of Personal Selling and Sales Management*, 25 (Spring), 123-136 (with William L.Cron, Greg W. Marshall, Jagdip Singh, and Harish Sujjan).

“Recapturing Store Image in Customer-Based Store Equity: A Construct Conceptualization” (2005), *Journal of Business Research*, 58 1112-1120 (with Katherine B. Hartman).

“Attracting Graduates to Sales Positions: The Role of Recruiter Knowledge Revisited” (2004), *Journal of Personal Selling and Sales Management*, 24 (Winter), pp 39-48 (with Michael Wiles).

“Attributions and Behavioral Intentions of Inexperienced Salespersons to Failure: An Empirical Investigation” (2003), *Journal of the Academy of Marketing Science*, 31 (Fall), 459-468 (with Andrea Dixon and Lukas P. Forbes).

“Successful and Unsuccessful Sales Calls: Measuring Salesperson Attributions and Behavioral Intentions” (2001), *Journal of Marketing*, 65 (3), 64-78 (with Andrea L.

Dixon and Maqbul Jamil).

This article received the Annual Excellence in Research Award from the American Marketing Association's Selling and Sales Management Special Interest Group.

"Marketing and Sales Strategy: Strategic Alignment and Implementation" (1996), *Journal of Personal Selling & Sales Management*, (Winter), 1-20 (with William Strahle).

This article was selected by Pi Sigma Epsilon (Sales & Marketing Management Society) as the 1996 outstanding *Journal of Personal Selling and Sales Management* article.

"Salesperson and Product Country of Origin Effects on Attitudes and Intentions to Purchase" (1991), *Journal of Business Research*, 22 (January) 21-32, (with Lynn W. McGee).

"Adaptive Selling: Conceptualization, Measurement, and Nomological Validity" (1990), *Journal of Marketing Research*, 27 (February), 61-69, (with Barton A. Weitz).

"The Customer-Salesperson Dyad: An Interaction/Communication Model and Review," *Journal of Personal Selling and Sales Management*, 10 (Summer), 1990, 29-43, (with Kaylene Williams and Leslie Fine).

"The Marketing Concept in Perspective" (1988), *Business Horizons*, 31 (May-June), 40-45, (with Lynn W. McGee).

This article was selected for publication in John E. Richardson (ed.), *Annual Editions: Marketing 89/90*, Guilford, CT: The Duskin Publishing Group.

"Linking Market Share Strategies to Sales Force Objectives, Activities, and Compensation Policies" (1986), *Journal of Personal Selling and Sales Management*, 6 (August), 11-18, (with William Strahle).

This article was selected by Pi Sigma Epsilon (Sales & Marketing Management Society) as the 1986 outstanding *Journal of Personal Selling and Sales Management* article.

"Communication Style in the Salesperson-Customer Dyad" (1985), *Journal of Marketing Research*, 22 (November), 434-442, (with Kaylene Williams).

"Persuasion in Family Decision Making" (1983), *Journal of Consumer Research*, 9 (March), 393-402.

"Training Implications of Salesmen Influence Strategies" (1981), *Journal of Personal Selling and Sales Management*, (Spring/Summer) 10-17, (with Clyde E. Harris).

This article was selected by Pi Sigma Epsilon (Sales and Marketing Management Society) as the 1981 outstanding *Journal of Personal Selling and Sales Management* article.

"The Introductory Marketing Text: An Examination of Readability" (1981), *Journal of*

Marketing Education, 3 (Fall), 41-51, (with Ed Kossack and Sharon Kossack).

“Influence Use by Industrial Salesmen: Influence Strategy Mixes and Situational Determinants” (1979), *Journal of Business*, 52 (July), 435-455, (with William D. Perreault).

This article was selected for republication in Richard Wendel (ed.) *Marketing 81/82 Annual Editions*, Guilford, CT: The Duskin Publishing Group.

“Factors Influencing Sales Call Frequency of Salesmen in Industrial Markets” (1978), *Journal of Business Research*, 6 (January), 1-15, (with William D. Perreault).

“An Approach for Improved Interpretation of Multivariate Research in the Decision Sciences” (1978), *Decision Sciences*, 9 (July), 402-413, (with William D. Perreault).

“The Personal Selling Process: A Model and Critical Review” (1976), *Industrial Marketing Management*, 5 (December), 351-363, (with William D. Perreault and Fredrick Reynolds).

OTHER PUBLICATIONS: (Books, Cases, Articles and Chapters in Books, Reviews, Software)

Management of a Sales Force, 12th ed., Irwin/McGraw-Hill: Boston, 2008. (lead author with Gregory A. Rich and William Stanton).

Management of a Sales Force, 11th ed., Irwin/McGraw-Hill: Boston, 2003. (lead author with William Stanton and Gregory A. Rich).

Management of a Sales Force, 10th ed., 9th ed., 8th ed., Richard D. Irwin: Homewood, IL, 1999, (co-author with William Stanton).

Computer-Aided Problems in Sales Force Management, Richard D. Irwin: Homewood, IL, 1991, (co-authored with William D. Perreault, Jr.).

“Book Review: Sales Management: Concepts and Cases,” *Journal of Personal Selling and Sales Management*, 4 (May), 1984.

“The Johnson Drug Company,” in *Marketing Decision Making*, second edition, David Cravens, Gerald Hills, and Robert Woodruff, Homewood, IL: Richard D. Irwin, Inc., 1980, 429-433.

Also in *Sales Management, Concepts and Cases*, 3rd ed., Douglas Dalrymple, New York: John Wiley & Sons, 1988, 173-176.

“The Sales Process Model,” in Warren French (ed.), *Views of Marketing*, New York: Harper & Row, 1979, 221-229.

REFEREED CONFERENCE PROCEEDINGS

“The Dark Side of Adaptive Selling,” Global Sales Science Conference, Milan, Italy, 2011, (with Paolo Guenzi) (abstract).

“Investigating the Antecedents of Trust in the Salesperson,” European Marketing Association Conference,” Copenhagen, DK., 2010, (with Paolo Guenzi)

“Enhancing Market Orientation: Toward a Salesperson-Focused Intervention Framework,” Chicago: American Marketing Association, 2001 (with Srinivas Sridharan and Ajay K. Kohli) (abstract).

“The Measurement of Salesperson Performance: Comparing Self-Evaluation with Customer Evaluation,” in *Enhancing Knowledge Development in Marketing*, Vol. 2, Mary C. Gilly and F. Robert Dwyer (eds.), Chicago: American Marketing Association, 1991, 1-10, (with Joe Cannon).

“A Sales Taxonomy: Conceptual and Empirical Foundations,” in *Marketing Education: Knowledge Development, Dissemination, and Utilization*, Joseph Guiltinan and Dale Achabal, (eds.), Chicago: American Marketing Association, 1986, 195-99, (with Lynn W. McGee).

“Rental Residence: Determinants of Attribute Importance,” in *Marketing in an Environment of Change*, Robert L. King, (ed.), Charleston, SC: Southern Marketing Association, 1986, 224-227, (with Lynn W. McGee).

“Communication Style Congruency: The Effect on Sales Outcomes,” in *Marketing in an Environment of Change*, Robert L. King, (ed.), Charleston, SC: Southern Marketing Association, 1986, 117-120, (with Kaylene Williams).

“Communication Style in the Sales Interaction: Consequences and Antecedents,” in *Recherches Sur La Communication/Promotion*, Philippe Naert, (ed.), Fontainebleau, France: I.N.S.E.A.D. 1985, (with Kaylene Williams).

This paper was also selected for publication at the 1985 American Marketing Association Educator's Conference.

“Salesperson Performance: A Conceptual Framework,” in *A Spectrum of Contemporary Marketing Ideas*, John H. Summey et. al., (eds.), Carbondale, IL: Southern Marketing Association, 1982, (with Kent D. Van Liere).

“The Readability of College Level Basic Marketing Textbooks,” in *Marketing in the 80's: Changes & Challenges*, Richard P. Bagozzi, et. al. (eds.), Chicago: American Marketing Association, 1980, (with Ed Kossack and Sharon Kossack).

“Industrial Selling: Target Identification,” in *Proceedings: Southern Marketing Association*, Robert S. Franz, Robert M. Hopkins, and Al Toma (eds.), 1978, (with James R. McMillian).

“An Analysis of Sales Call Frequency of Industrial Salesmen,” in *Proceedings: Southern Marketing Association*, Henry W. Nash and Donald D. Robin (eds.), 1976, (with William D. Perreault).

WORK IN PROGRESS

“The Dark Side of Adaptive Selling,” (with Paulo Guenzi), working paper.

EDITORIAL REVIEW

Editorial Review Board, *Journal of Marketing*, 2008-2011.

Marketing Science Institute Dissertation Competition, Reviewer, 2005, 2008.

Senior Advisory Board, *Journal of Personal Selling & Sales Management*, 2003-2013.

Editorial Review Board, *Journal of Marketing*, 1992-2002.

Editorial Review Board, *Journal of Personal Selling & Sales Management*, 1986-2003

Editorial Review Board, *Marketing Management*, 1992-2002.

Reviewer: *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Product Innovation Management*, 1983-present..

SELECTED PRESENTATIONS AND INVITED LECTURES 1985-2012

"Experiential Learning Approaches to Teaching Sales," Winter Educator's Meeting, American Marketing Association, 2012.

“A Half Century of Research – How We got here and Where we are Going,” American Marketing Association Winter Educators’ Conference, 2011.

“Sales Research Opportunities and Challenges,” Global Sales Science Conference, 2009.

“Influence Strategies in the Retail Sales Setting: An Examination of Purchase Behavior and Attitudes,” Erin Anderson B2B Research Conference, 2008

“Launching and Maintaining a University Sales Program,” American Marketing Association Summer Educators’ Conference, 2008

“Sales Education Juggernaut: Proliferation of Programs, Blueprint for Growth, and Industry Perspectives,” American Marketing Association Summer Educators’ Conference, 2008

“Publish or Perish,” National Conference in Sales Management, 2004

“Somewhere Over the Rainbow – Mapping Out the Future of Sales Research,” National Conference in Sales Management, 2003.

“Sales Management Challenges for the New Millennium,” Speaker, Spanish Marketing Federation, Madrid, 1999.

“Improving Sales Force Productivity,” Featured Speaker, Institute of Marketing Management Annual Conference, Johannesburg, South Africa, 1998.

“Sales Research: Directions and Priorities,” Guest Lecture, University of Memphis, 1996.

“Marketing's Challenge: The Cynical, Sophisticated Consumer,” Keynote Address, Hellenic Marketing Association Conference, Athens, Greece, 1995.

“Customer Satisfaction, Evolving and Revolving,” Luncheon Speaker, Congress on Customer Satisfaction, 1995.

“Ethical Dilemmas Faced by Faculty in Their Roles as Mentors,” Presentation, AMA Faculty Consortium, 1995.

“Progress and Future Goals for the American Marketing Association,” Luncheon Speaker, AMA Educators Conference, 1995.

Marketing in the 21st Century,” Luncheon Speaker, Austin Chapter, AMA, 1995.

“Marketing in a Free Market Economy,” Invited Lecturer, USAID Program and the University of Warsaw, Warsaw, 1992.

“Managing the Sales Process,” Invited Lecturer, USAID Program, Poznan, Poland, 1991.

“The Measurement of Salesperson Performance,” Research Presentation, AMA Winter Educators Conference, 1991.

“Adaptive Selling: Antecedents and Consequences,” Invited Lecturer, University of Rotterdam, 1990.

“Communication Style in the Customer-Salesperson Dyad,” Research Presentation, Decision Sciences Conference, 1987.

“Sales Taxonomy, Conceptual and Empirical Foundations,” Research Presentation, AMA Summer Educators Conference, 1986.

“The Impact of Communication Style Congruency on Sales,” Research Presentation, Southern Marketing Association Conference, 1986.

Communication Style in the Sales Interaction,” Research Presentation, Marketing Conference, I.N.S.E.A.D., France, 1985.

INTERNATIONAL ACTIVITIES

President Elect, Global Sales Science Institute, 2010-2013.

Academy of Marketing Science, World Marketing Congress, Global Doctoral Consortium, Melbourne, Australia, Co-Chair, 2013.

External Examiner, Nanyang School of Business, Singapore, 2004.

President, World Marketing Association, 1999-00.

Visiting Professor, I.E.S.E., Barcelona, Spain, 2000.

Spanish Marketing Association Annual Congress, Madrid, Speaker, 1999.

Vice President, World Marketing Association, 1998-99.

Vice President, Global Activities, American Marketing Association, 1998-99.

Institute of Marketing Management, Annual Conference, Johannesburg, South Africa, Featured Speaker, 1998.

Track Chairperson, Japanese Distribution Strategy Conference, Honolulu, Hawaii, 1998.

Council Member, World Marketing Association, 1995-2001.

President, World Marketing Association, 1995-96.

Co-Chairperson, World Marketing Association Annual Conference, 1996.

Hellenic Marketing Association Annual Conference, Athens, Greece, Keynote Address, 1995.

Executive Development, Hellenic Marketing Association (two one-day sessions), Athens and Thessaloniki, Greece, 1995.

International Academic Symposium, Berlin, Session Leader, 1993.

Visiting Professor, Institute of Management, University of Aarhus, Denmark, 1991-1992.

USAID Program, University of Warsaw, Poland, Lecturer, 1992.

USAID Program, Poznan, Poland, Lecturer, 1991.

FIPSE Program, Budapest University of Economics and Sciences, Hungary, Participant, 1991.

Erasmus University, Rotterdam, Guest Lecturer, 1990.

International Marketing Research Conference, France, presenter, 1985

ADVISORY ACTIVITIES

University Sales Education Foundation, Board of Directors, 2009-present.

External Examiner, Marketing Department, University of Arizona, 2008

University Sales Center Alliance, Board of Directors, 2000 - present

Academy of Marketing Science - Chairperson, Selection Committee for the Academy of Marketing Science Distinguished Marketing Educator of the Year, 2005-2009.

American Marketing Association Selling and Sales Management Special Interest Group - Chairperson, Nominating Committee, 2005.

U.S. Census Bureau, Advisory Board, 1997-2003.

Richard D. Irwin Marketing Educator of the Year Award, Selection Committee member, 1991, 1993, 1995-98.

Journal of Marketing Research, Editor Selection Committee, 1991, 1996.

Journal of Marketing, Editor Selection Committee, 1995.

Business Marketing Advisory Council, American Marketing Association, Business Marketing Division, 1987-1988.

CONFERENCE ACTIVITIES

Academy of Marketing Science, World Marketing Congress, Global Doctoral Consortium, Melbourne, Australia, Co-Coordinator, 2013.

Global Sales Science Institute, Annual Conference, Milan, Italy, co-chairperson, 2011.

Global Sales Science Institute: panel discussant, 2009.

American Marketing Association Educators' Conference: chairperson, 1983, 2007;

presenter, 1980, 1985, 1991, 1994, 1999, 2008; discussant, 1980, 1991, 2002; reviewer, 1980-05; panel discussant, 2001, 2004.

Academy of Marketing Science, chairperson, 2001; reviewer 1984-2004.

Society for Marketing Advances, presenter, 2000.

American Marketing Association/Japanese Marketing Association, Japanese Distribution Strategy Conference: track chairperson, 1998.

World Marketing Association Annual Conference: co-chairperson, 1996.

Retailing and Services Sciences Conference: presenter, 1996.

Southern Marketing Association: chairperson, 1978-1979; presenter, 1976, 1978, 1982, 1986; reviewer, 1976-82.

Decision Sciences Conference: presenter, 1986; chairperson, 2001, 2002.

American Psychological Association Conference: presenter, 1977.

SUPERVISION OF DISSERTATIONS

Katherine Hartman, "Retail Sales Strategies: A Contingency Model," 2005 (chairperson).

Srinivas Sridharan, "Salesperson Market Orientation: An Intervention Oriented Framework," 2004 (chairperson).

Thomas Porter, "The Antecedents to Successful Marketing Implementation," 1999 (member).

Andrea Dixon, "The Impact of Self-Regulation on Salesperson Turnover: Accounting for Dispositional Filters," 1999 (member).

Gregory A. Rich, "Effects of Transformational Leadership Behaviors on Attitudes, Role Perceptions, In-Role Performance, and Organizational Citizenship Behaviors of Salespeople," 1995 (member).

William Strahle, "An Investigation of the Marketing Strategy/Sales Strategy Relationship," 1989 (chairperson).

Charles D. Frame, "Salesperson Impression Accuracy: A Person-Perception Approach," 1989 (member).

Ellen Jane Johnson, "An Analysis of Purchasing Performance," 1987 (member).

Barbara C. Perdue, "Industrial Buyers Use of Negotiation Strategies," 1986 (member).

Raymond Laforge, "A Comparative Evaluation of an Empirical Versus Judgment Based Decision Model," 1981 (member).

Charles Davis, "Disadvantaged and Non-Disadvantaged Consumer Decision Processes Concerning Deceptive Business Practices," 1981 (member).

Kaylene Williams, "Communications Style in the Customer-Salesperson Interaction Process," (winner of the University of Tennessee's Bonham Dissertation Fellowship), 1980 (chairperson).

SERVICE ACTIVITIES

Academy of Marketing Science World Congress: Co-Chair 2013 Global Doctoral Consortium, Melbourne, Australia.

Sales Education Foundation, Board of Directors, Chairperson of the SEF Annual Research Grant Competition 2009-2012.

Annual National Team Selling Competition, Chairperson, Kelley School of Business, 2008-2012.

Dean's Review Committee (Dan Smith), Indiana University, 2010.

Dual-Career Office Restructuring Committee, Indiana University, 2010.

3M Frontline Conference, Chairperson, Kelley School of Business, 2008.

Athletics Committee, Indiana University, 2003-05, 2010- 2016: Chairperson, Academics Committee, 2004-05; Member, Personnel Committee, Student Welfare Committee, 2005-2006.

University Faculty Council, Indiana University, 2002-03: Chairperson, External Affairs Committee, University Faculty Council, 2002-03.

Bloomington Faculty Council, Indiana University, 2001-03.

Budgetary Affairs Committee, Indiana University, 2001-02.

Academic Council, Kelley School of Business, 1999-01, 2003-06.

Budgetary Affairs Committee, Kelley School of Business, 2001.

Global Policy Committee, Kelley School of Business, 1998-99, 2001-02.

Les Waters Chair in International Business, Search Committee, Kelley School of Business, 1997-99.

Research Policy Committee, Kelley School of Business, 1997-98, 2002-2003.

Chairperson, E. W. Kelley Chair in Business Administration, Search Committee, 1993-96.

Chairperson, Kelley School of Business Faculty, Promotion and Tenure Review Committee, 1994-96.

Doctoral Policy Committee, Kelley School of Business, 1989-91.

Doctoral Policy Committee, Marketing Department, 1992-2011.

Program Advisor, Marketing Doctoral Students, 1986-91.

Undergraduate Policy Committee, Marketing Department, 2003-04.

Chairperson, Faculty Recruiting Committee, Marketing Department, 1989, 2003-06.

Chairperson, Personnel Committee, Marketing Department, 2003-2006.
Moderator, Annual Business Conference, "Increased Return on Sales Force Investment," 1985.

Speaker, Self-Employment Training Program, 1985.

Doctoral Advisor for the Marketing Doctoral Students, University of Tennessee, 1977-82.
Graduate Policies Committee, University of Tennessee, 1981-82.

Graduate Fellowship Awards Committee, University of Tennessee, 1981-82.

Dean's Search Committee for Distinguished Marketing Professorship, University of Tennessee, 1982.

Management Development, Administrative Internship, University of Tennessee, 1980.

Management Development and External Affairs, College of Business Administration, Advisory Committee, University of Tennessee, 1980-81.

Chancellor's Commission for Women, University of Tennessee, 1979-82.

Committee on Minority Student Information Planning, University of Tennessee, 1980-81.

Dean's Search Committee for Associate Dean, University of Tennessee, 1979.

Marketing Undergraduate Programs Committee, University of Tennessee, 1977-78.

CONSULTING AND/OR TRAINING

Kelley Executive Partners: Career Builder; Allison Motors (division of Rolls Royce); Allied Communication Company; Hellenic Marketing Association; The Financial Technology Corporation; The Brechteen Company; Shell Oil Company; JFG Corporation; Arcata Book Co.; Crossroads Group, LTD.; Mitchell A. Kramer, Attorney At Law (expert witness); Blount County, Tennessee, Chamber of Commerce.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy for Marketing Science
Global Sales Science Institute

COMMUNITY SERVICE

YMCA Board of Directors, 2008 – 2012; Chairperson of the Board-Elect, 2012

REFERENCES

References and additional information will be furnished upon request.

January 2013

