

## RESUME

Name: Deirdre Jones  
Rank: Director and Part Time Lecturer  
Office: SB 4200E

Current Department: Marketing and International Business

Primary Field/s of Instruction: Sales and Marketing

Primary Field/s of Research: Sales Technology Learning and Adoption, Intergenerational Selling, Student Willingness to Relocate for Careers, Impact of SFA Lab in Undergraduate Curriculum

Status: Full-time -staff\_\_\_\_\_ Part-time -lecturer\_\_\_\_\_ Visiting \_\_\_\_\_

## DEGREES

### Doctoral Degree:

Name of degree: n/a

Year conferred:

Principal academic unit (college) in which doctoral work was taken:

Degree-granting Institution:

Major field of study:

Minor fields of study:

Dissertation title:

### Masters Degree:

Name of degree: Master of Business Administration Major: Information Systems

Year conferred: 2002

Degree-granting institution: University of Toledo

Thesis title (if any): n/a

### Bachelors Degree:

Name of degree: Bachelor of Business Administration Major: Marketing

Year conferred: 2001

Degree-granting institution: University of Toledo

## TEACHING

Number of years at other institutions: 0

Number of years at present institution: 15 (plus 1 year, 2002, in the past as a Graduate/Teaching Assistant)

Courses taught between 2015 – 2019 (include year, course label, and title)  
(Do on a separate sheet and attach)

List your accomplishments which are relevant to assessing your teaching contribution. Be specific. (Course revision, DL courses, new delivery mechanisms, personal instructional development activities, etc.)

- Organized and administered live role plays in PSLS 3440 and for the sales competition teams (2004-Present)
- Reviewed, tested, documented, and supported remote and video management technology for international and virtual role plays in PSLS 3450 and PSLS 4500 (2016 – Present)
- Reviewed, tested, documented, and supported remote elevator pitches plays in PSLS 3450 (2017)
- Completely rewrote PSLS 3000 (2015)
  - o 9 modules – instructor led
    - Everyone is in Sales, Internships, Staying Current to Stay in Touch, Resources, Getting Involved, Products/Services, Inside/Outside, Channels, Internal Selling
  - o 3 modules – alumni/corporate led
    - Early career, mid career, career lattice

Others (Work with honors students, non-credit programs, internships, independent research, development of new courses, masters or dissertation activity)

Provide summaries of assessments of your contribution in the classroom (student surveys, awards, and others which measure the achievement of your course objectives).

- Overall student evaluation of (4.48) “good” to “very good” with average scores ranging from 3.33 to 5.00 on a scale of 1 to 5, where 5 = “very good.”

- Student feedback from evals and unsolicited emails praised me for my insight and interactive learning environment. “Great job teaching, very positive attitude.” One student told me that after he used the exercises and concepts from class, he was more effective in sales. In addition, a good number of my student evals noted my organization, enthusiasm, and willingness to help/work with students. “Always prepared for lectures. Willing to help by answering and discussing any possible problems.” Other students had this to say: “You have a real passion and knowledge for what you do, and it shows.” “In my mind, Professor Jones is one of the elite instructors in the entire University of Toledo.” “Professor Jones made sure that we were always prepared for assignments and projects. At no time were any students left in the dark. That is a huge benefit.” “You have actual real world experience, you are enthusiastic, you are willing to work with students, and you make the class fun.” “I would never have done as well in the interviews if it wasn’t for the material you presented in the two sales classes I took with you. You are a great teacher.” “Throughout my college career there are a handful of professors that I’ve had that stand out to me. These professors not only love the classes they teach, but they legitimately care for their students and the students’ success in their careers. Professor Jones, I feel like you are one of those professors.”

Provide a representative course outline, assignment sheet, and exams for your primary areas of responsibility.

- See attached syllabus (includes assignment sheet) and quiz.

## PROFESSIONAL DEVELOPMENT

(Years 2015-2019)

Provide a brief statement of your major accomplishments and the relevance of your research to your instructional responsibilities and to the profession.

n/a

Identify as basic (BR) and/or applied (AR) research noting the review process such as refereed (R), competitive (C), accepted without review (A), requested (E). Use the following subheads.

Books

n/a

Monographs

n/a

### **Peer Reviewed Journal Publications**

Presentations at International, National, and Regional conferences (identify if presentation was published in Proceedings)

### **Peer Reviewed National Conference Proceedings**

Seminars, workshops, professional presentations, etc.

Speaker, How to Use Academic Video to Create Rising Star Students, UBTech Conference, 2018

Speaker (webinar), How to Use Academic Video to Create Rising Star Students, invited by Sonic Foundry, 2017

Instructional materials developed for classes you taught (course-packs, case-studies, software programs)

Participation in executive education, management development, and other external programs which contributed to your professional development.

n/a

Professional consulting (explain briefly)

- Sales Training for SSOE (2019)
  - Lead Developer and co-delivered a 2 day training workshop on the Challenger Sales Model
- Sales Training for Betco Corporation (2017)

- Lead Developer and co-delivered a 2 day training session on the Challenger Sales Model, Ideal Account Profiles, and Time Management
- Market Research Fragrance Panel for International Fragrance and Flavors (2014-2016)
  - Organized and managed market research panels
- Sales Training for Tenneco (2008-2015)
  - Developed and delivered a 0.5 day PRIDE mini session for one of Tenneco's key clients, NAPA, at their Canadian national sales meeting
  - Co-developed and co-delivered a 1 day PRIDE Refresher for the West Division
  - Co-developed and co-delivered a 4 day training session, Selling with PRIDE, for the entire Tenneco North American Aftermarket selling organization
  - Co-developed and co-delivered a 4 day training session on basic sales for Field Installer Specialist new hires and select sales and marketing team members

Program or conference participation, excluding paper presentation (moderator, chair, discussant, convener, etc.)

N/A

Professional Certification/Recertification, Awards, and Honors received.

- Lancelot Thompson Service to Students Award 2018
- Honorary Blue Key Member 2018
- Staff Leadership Development Program 2017-2018

Working (Research) Papers.

Surveying professional sales alum to track and benchmark career placement (industry, firms, compensation, etc) (Fall 2005-Present)

Other

## SERVICE ACTIVITIES (2015-2019)

University, college or department (List committees and assignments.)

Edward H. Schmidt School of Professional Sales, Director 2014-Present, Associate Director 2010-2014; Interim Assistant Director 2007-2010; Instructor/Lecturer and Advisory Board Member, 2004-Present

- University of Toledo Invitational Sales Competition (UTISC) (2016-Present)
  - Conceived, created, planned, marketed, sold, and executed the nation's first and only national sales competition dedicated exclusively to the non-senior
  - Co-authored sales role play cases with the corporate product sponsor
  - 36 universities coast to coast yields approx. 120 students
  - Almost 20 corporate sponsors
  - Managed team of 150+ colleagues and student workers
- Fete (2016-Present)
  - Created, planned, marketed, sold, and executed
  - First alumni event for ESSPS
- Corporate Coaching Sessions (2015-Present)
  - Created, planned, marketed, sold, and executed
  - Organized 1-1 coaching sessions for 90-120 sales students each semester to meet with corporate coaches for feedback on sales role plays and career coaching
- Sales Ambassador Program (2015-Present)
  - Created, planned, marketed, recruited, managed, and supported
  - Sales Ambassadors increased student enrollment and engagement
    - 29% increase in total sales enrollments since Fall 2014. When accounting for the addition of the joint degree program with ZUFE, total sales enrollments are up 37%
    - 24% increase in student engagement at major events
    - 19% increase in UTISC workers kept up with growth to expand event to include more universities
    - 13% increase in Sales Competition Team applications for external and internal teams
- COBI Academic Leadership Committee (2014-Present)
- University Sales Center Alliance (USCA) (2014-Present)
  - Member of MarCom Committee
  - Member of Sales Competition Committee
- ESSPS Professional Sales Certificate Program (2011-Present)
  - Helped to plan and execute the non-credit bearing development program
  - Marketed, sold, and administered the program
- Internal Sales Competition (2010-Present)
  - Created, planned, marketed, sold, and executed
  - Authored most of the sales role play cases
  - Template for UTISC
- Networking Night (2005-Present)
  - Created, planned, marketed, sold, and executed
- ESSPS Corporate Partnerships (2005-Present)
  - Helped to create, package, market, sell, and deliver
  - Ran point since 2010

- Other
  - Lead on the assessment, selection, design, implementation, and support of a new online engagement platform to manage corporate communications, invoicing, event registrations, contact records, discussion forums, blogs, and more (2018-Present)
    - Established and maintained contact management software for ESSPS events, press releases, speakers, etc (2004-Present)
  - Lead on redesigning the ESSPS website and maintaining current and accurate content (2005-Present)
  - Wrote and distributed posts/articles/press releases on ESSPS successes and updates (2004-Present)

#### University of Toledo

- First Destination Survey (FDS) 2.0 - Co-lead (2018-Present) on the planning, analysis, design, and support on a project that will roll out university wide later in 2019. FDS 2.0 will help to increase enrollments, raise UToledo in the national rankings, align degrees/curricula, and improve philanthropy by improving the collection, storage, and reporting of first destination data. A later phase of FDS 2.0 will include a college/program specific survey addendum that will further help COBI (and other colleges/programs) to streamline data collection for AACSB (and other accrediting bodies).

#### College of Business & Innovation (COBI) (2004-Present)

- Helps with the coordination and execution of the technical setup for COBI Mock Interviews (2010-Present)
- Follows-up with ESSPS Corporate Partners and communicates with all recruiting contacts on COBI Job Fair dates to ensure strong participation from the business community (2005-Present)
- Actively promotes and encourages sales students to attend Job Fair, Mock Interviews, and Resume Critiques (2004-Present)
- Secures space and coordinates 3-8 faculty to teach an Effective Persuasive Presentations workshop for the University's prestigious Youth Nations summer camp so UToledo can continue to attract high performing students (2015-2017)

External activities (Participation in professional or academic organizations.) Indicate role such as an officer, organizer, editorship, editorial boards, membership.

- University Sales Center Alliance (USCA), member
- Blue Key, honorary member
- Mu Kappa Tau, member
- Golden Key National Honor Society, member
- Beta Gamma Sigma, member
- Phi Kappa Phi, member

Academic activities (Book reviews, refereeing of articles, conference attendee)

Voluntary activities (unpaid consultant, member of accrediting body, certification reviewer)

## SUMMARY

Summarize your overall contributions in this five-year period. Be explicit. (Limit 1 page)

I am in my fifth year as the Director of the Edward H. Schmidt School of Professional Sales (ESSPS) in the COBI after spending previous years as the Associate Director (2010-2014), Interim Assistant Director (2007-2010), and Visiting Instructor (2004-2007). I continue to teach as a Part Time Lecturer since 2007.

I was awarded the Lancelot Thompson Service to Students Award and inducted as an Honorary Blue Key Member in 2018. I was also in the inaugural Staff Leadership Development Program and later invited by the Provost's office to help develop faculty's project management skills in the Fellows Program.

I raise \$340,000+ annually and have helped to raise over \$2.8 million in donations, sponsorships, grants, event registrations, and consulting/research projects for the ESSPS since 2004. Our national sales competition, University of Toledo Invitational Sales Competition (UTISC), generates over \$100,000 annually. Money raised covers the ESSPS staff and operations; we are 100% externally funded. I also helped to secure a \$100,000 planned scholarship gift for Hispanic business students as well as tens of thousands of dollars in scholarships for sales and business students through Celebrity Wait Nights and corporate donations.

Our placement rate for sales major students is 90+% over the past 5 years for the students who are actively looking for jobs. Placement is high in part because of my work to design, plan, coordinate, execute, market, and sell all of our events, news/web content, and business community outreach. In addition to large scale events each semester, I orchestrate 260+ small group corporate interactions (speakers, workshops, corporate coaching, dinners, board meetings, etc) with each interaction directly impacting the development and recruitment of 2-40 students.

Our most impactful and innovative event, the University of Toledo Invitational Sales Competition (UTISC) is the nation's first and only national sales competition dedicated exclusively to the non-senior. I conceived and created UTISC and also market and sell the event. In addition to co-authoring the sales role play cases with the company product sponsor, I direct a team of 150+ colleagues and student workers to execute UTISC. UTISC brings 36 universities coast to coast to UToledo and helps to jumpstart the trajectory of approximately 120 of the nation's top and available sales students each year. UTISC is sponsored by almost 20 companies, and those companies benefit from the development and recruitment.

I am an active social seller on LinkedIn to elevate the ESSPS, COBI, and UToledo. My Social Selling Index Score is in the top 3% of those in higher education. My approximately 100 posts on LinkedIn and Facebook from AY18 had 147,000+ views/reaches. Average views per post are almost 3,500 on LinkedIn and 200+ on Facebook.

I have been teaching since 2004, and my teaching approach is to illustrate course concepts using formal lectures and practical real life stories. My teaching evaluations average 4.48 (3.33 – 5.00 on scale of 1-5 where 5 equals "very good.") Supplemental proof of my effectiveness can be seen by student placement, returning recruiters/organizations, our students' success at regional and national competitions (multiple top 10 placements each year for over a decade), and the number of students who have sought advising/coaching on coursework, careers, resumes/cover letters, interviewing, sales competitions, and recommendation letters.

I also excel in leveraging technology to enhance all mission related aspects of learning, discovery, and outreach. I was an invited speaker by one of our vendors, Sonic Foundry, to do a webinar on using academic video to create rising star students and also presented at the 2018 UBTech Conference to other leaders in academia and technology. Consulting and training are other facets to my position, and I have developed and delivered sales workshops for a number of companies and their customers.