

Michael L. Mallin
Professor of Marketing and Sales

The University of Toledo
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EDUCATION

Ph.D., 2005. Business Administration, Kent State University, Kent Ohio
Major: Marketing, Minor: Management & Information Systems

M.B.A., The University of Dayton, Dayton Ohio

B.S., The Ohio State University, Columbus Ohio
Major: Computer and Information Science

APPOINTMENTS

The University of Toledo, 2015 - College of Business & Innovation, Department of Marketing and International Business. Full Professor

The University of Toledo, 2013 to Current – College of Business & Innovation. Faculty Director MBA/EMBA Programs

The University of Toledo, 2010 - College of Business & Innovation, Department of Marketing and International Business. Associate Professor

The University of Toledo, 2005 - College of Business Administration, Department of Marketing and International Business. Assistant Professor

PROFESSIONAL DEVELOPMENT

Peer-reviewed Journal Publications:

43. Munoz, Laura and **Michael L. Mallin** (2019), "Unethical Sales Behavior Neutralization: The Impact of Salesperson Role Variables and Moderating Effects of Role Relationship Orientation," forthcoming in *Journal of Business & Industrial Marketing*.

42. **Mallin, Michael L.** (2018), "Towards a Framework for Evaluating Sales Managers," forthcoming in *The Journal of Selling*.

41. **Mallin, Michael L.**, Bashar S. Gammoh, Ellen B. Pullins, and Catherine M. Johnson (2017), "A New Perspective of Salesperson Motivation and Salesforce

Outcomes: The Mediating Role of Salesperson - Brand Identification," forthcoming in *The Journal of Marketing Theory & Practice*.

40. Gammoh, Bashar S., **Michael L. Mallin**, Ellen B. Pullins, and Catherine M. Johnson (2018), "The role of salesperson brand selling confidence in enhancing important sales management outcomes: A social identity approach," forthcoming in *The Journal of Business and Industrial Marketing*.

39. **Mallin, Michael L.** (2017), "When Performance Improvement Coaching for your Salesperson Goes Badly: A Conceptual Approach to Dealing with Negative Reactions," *Development and Learning in Organizations*.

38. **Mallin, Michael L.** and Charles B. Ragland (2017), "Power-Base Effects on Sales Person Motivation and Performance: A Contingency View", *Journal of Business to Business Marketing*, 24 (2), pp. 99-121. (Selected as **Best Paper among all 2017 articles in Journal of Business to Business Marketing**.)

37. **Mallin, Michael L.** (2016), "Developing Proactive Salespeople – A Study and Recommendations for Sales Management," *Development and Learning in Organizations*, 30 (4), pp. 9-12. (Selected as a **Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence**.)

36. **Mallin, Michael L.** (2015), "Advice to New Real Estate Reps: 'Be Proactive'", *Keller Center Research Report*, 8 (3), pp. 17-22.

35. Gammoh, Bashar, **Michael L. Mallin**, and Ellen B. Pullins (2014), "The Impact of Salesperson-Brand Personality Congruence on Salesperson Brand Identification, Motivation and Performance Outcomes," *Journal of Product & Brand Management*, forthcoming in 23 (7).

34. **Mallin, Michael L.**, Charles B. Ragland, and Todd A. Finkle (2014), "The Proactive Behavior of Younger Salespeople: Antecedents and Outcomes," forthcoming in *Journal of Marketing Channels*, 21(4).

33. Gammoh, Bashar, **Michael L. Mallin**, and Ellen B. Pullins (2014), "[Antecedents and Consequences of Salesperson-Brand Identification](#)," *Journal of Personal Selling & Sales Management*, 34 (1), pp. 3-18.

32. **Mallin, Michael L.** and Laura Serviere-Munoz (2014), "[An Exploratory Study of the Role of Neutralization on Ethical Intentions Among Salespeople](#)", *Marketing Management Journal*, 23 (2), pp 1-20.

31. Schetzle, Stacey, Concha Allen, **Michael L. Mallin**, and Ellen B. Pullins (2014), "Intergenerational Recruiting: The Impact of Sales Job Candidate Perception of Interviewer Age," *American Journal of Business*, 29 (2), pp. 146-163.

30. Longenecker, Clint O., **Michael L. Mallin**, and Charles Ragland (2014), "[The Sales Manager Development Gap: Are Leaders Equipped to Walk the Walk?](#)", *Journal of Selling & Major Account Management*, 13 (2), pp. 64-70.

29. Longenecker, Clint O., Charles B. Ragland, and **Michael L. Mallin** (2014), "Developing High Performance Sales Managers: Key Practices for Accelerating Growth", *Development and Learning in Organizations*.

28. Serviere-Munoz, Laura and **Michael L. Mallin** (2014), "Protect and Prevent: Neutralizations and Unethical Sales Behavior," Keller Center Research Report, 7 (1), March.
27. Mayo, Michael and **Michael L. Mallin** (2014), "[Antecedents and Anticipated Consequences of Salesperson Superstitious Behavior](#)," *Journal of Business & Industrial Marketing*, 29 (3), pp. 227-237.
26. **Mallin, Michael** and Ellen Pullins (2013), "[Intergenerational Relationship Selling for Real Estate](#)," *Keller Center Research Report*, 6 (2), pp. 10-17.
25. Pentina, Iryna, Bashar Gammoh, Lixhuan Zhang, and **Michael L. Mallin** (2013), "[Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks](#)," *International Journal of Electronic Commerce*, 17 (3), pp. 63-86.
24. Seviere-Munoz, Laura and **Michael L. Mallin** (2013), "[How Do Unethical Sales People Sleep at Night? The Role of Neutralizations in the Justification of Unethical Sales Intentions](#)," *Journal of Personal Selling & Sales Management*, 23 (3), pp. 289-306.
23. **Mallin, Michael L.** and Laura Seviere-Munoz (2012), "[The Entrepreneurial Nature of Salespeople: How they Justify Unethical Behaviors](#)," *Journal of Ethics and Entrepreneurship*, 2 (1), pp 37-54.
22. Todd A. Finkle and **Michael L. Mallin** (2011), "Ethical Considerations of Sales Channel Selection in the Field of Entrepreneurship," *Journal of Ethics & Entrepreneurship*, 1 (1), pp. 27-41.
21. Ellen B. Pullins, **Michael L. Mallin**, Richard E. Buehrer, and Deirdre E. Jones (2011), "[How Salespeople Deal with Intergenerational Relationship Selling](#)," *Journal of Business and Industrial Marketing*, Vol. 26 Iss: 6, pp.443 – 455.
20. **Mallin, Michael L.**, Finkle, Todd A. (2011), "[Apple Inc.: Product Portfolio Analysis](#)," *Journal of the International Academy of Case Studies*, 16 (7), pp. 31-40.
19. **Mallin, Michael L.**, Finkle, Todd A. (2011), "[Instructor Notes for Apple Inc.: Product Portfolio Analysis](#)," *Journal of the International Academy of Case Studies*, 16 (8), pp. 49-58.
18. **Mallin, Michael L.** and Michael Y. Hu (2010), "[The Impact of Managerial Trust and Control on Salesperson Performance](#)" *Journal of Selling & Major Account Management*, 9 (2), 39-55.
17. **Mallin, Michael L.**, Susita Asree, Anthony C. Koh, and Michael Y. Hu (2010), "[Antecedents to Managerial Trust and Sales Control in Malaysian Salesforce](#)," *International Business Review*, Vol 19, 292-305.
16. **Mallin, Michael L.**, Deirdre E. Jones, and Jennifer Cordell (2010), "[The Impact of Learning Context on Intent to Use Salesforce Automation Technology: A Scenario-based versus Task-based Comparison](#)," *The Journal of Marketing Education*, 32 (2), 214-223.

15. Mayo, Michael and **Michael L. Mallin** (2010), "[The Impact of Sales Failure on Attributions Made by 'Resource Challenged' and 'Resource Secure' Salespeople,](#)" *Journal of Marketing Theory & Practice*, 18 (3), 253-268.
14. **Mallin, Michael L.** and Ellen B. Pullins (2009), "[The Moderating Effect of Control Systems on the Relationship between Commission and Salesperson Intrinsic Motivation in a Customer Oriented Environment,](#)" *Industrial Marketing Management*, 38 (7), 769-777.
13. **Mallin, Michael L.**, Edward A. O'Donnell, and Michael Y. Hu (2010), "[The Role of Uncertainty and Sales Control in the Development of Sales Manager Trust,](#)" *Journal of Business and Industrial Marketing*, 25 (1).
12. Finkle, Todd A. and **Michael L. Mallin**, (2009), "[Steve Jobs and Apple, Inc.,](#)" *Journal of the International Academy of Case Studies*, 1-37.
11. Finkle, Todd A. and **Michael L. Mallin** (2009), "[Instructor's Notes for Steve Jobs and Apple, Inc.,](#)" *Journal of the International Academy of Case Studies*, 1-15.
10. Zallocco, Ronald E., Ellen B. Pullins, and **Michael L. Mallin** (2009), "[A Re-examination of B2B Sales Performance,](#)" *Journal of Business and Industrial Marketing*, 24 (7/8), 598-610.
9. **Mallin, Michael L.**, Edward A. O'Donnell, and Michael Y. Hu (2008), "[How Do I Trust Thee? Let me Control the Way: The Role of Sales Control in the Development of Sales Manager Trust,](#)" *Journal of Selling & Major Account Management*, 7 (4).
8. **Mallin, Michael L.** and Susan K. DelVecchio (2008), "[Perceived Usefulness and SFA Tools: An Agency Theory Perspective,](#)" *Journal of Business and Industrial Marketing*, 23 (7), 486-496.
7. **Mallin, Michael L.**, Anthony C. Koh, and Susita Asree (2008), "Uncertainty Avoidance In Sales Management: A Comparison Of Salesforce Control and Trust Strategies in The U.S. and Malaysia," *The Journal of International Business Research Practice*, 1 (1), 15-25.
6. O'Donnell, Edward A., **Michael L. Mallin**, and Michael Y. Hu (2008), "[The Impact of Governance on the Development of Trust in Buyer-Seller Relationships,](#)" *Marketing Management Journal*, 18 (2), 76-92.
5. Buehrer E. Richard, **Michael L. Mallin** and Deirdre E. Jones (2007), "[Are You Willing to Relocate? Recruiting the College Student in Today's Mobile Work Environment,](#)" *Journal of Selling and Major Account Management*, 7 (1), Winter 2007.
4. **Mallin, Michael L.** and Todd A. Finkle (2007), "Social Entrepreneurship and Direct Marketing," *Direct Marketing, an International Journal*, 1 (2), 68-77.
3. Finkle, Todd A, Phil Stetz, and **Michael L. Mallin** (2007), "[Perceptions of Tenure Requirements and Research Records of Entrepreneurship Faculty Earning Tenure: 1964-2002,](#)" *Journal of Entrepreneurship Education*, 10 (Fall), pp. 101-125.

2. **Mallin, Michael L.** and Michael Mayo (2006), "[Why Did I Lose? A Conservation of Resources View of Salesperson Failure Attributions](#)," *Journal of Personal Selling & Sales Management*, 26 (4), Fall 2006, 345–357.

1. **Mallin, Michael L.** and Ellen Bolman Pullins (2006), "[A Framework of Situational Salesforce Leadership Using Sales Control and Trust](#)," *Journal of Selling & Major Account Management*, 6 (2), 6-18.

Books & Book Chapters:

4. Finkle, T.A. & **Michael L. Mallin** (2011). Steve Jobs and Apple, Inc. Reprint in Todd Finkle's *Lessons Learned from Leading Entrepreneurs: Cases in Business and Entrepreneurship*. Forthcoming in June 2011.

3. Finkle, T.A. & **Michael L. Mallin** (2011). Instructor's Notes for Steve Jobs and Apple, Inc. Reprint in Todd Finkle's *Instructor's Notes for Lessons Learned from Leading Entrepreneurs: Cases in Business and Entrepreneurship*. Forthcoming in June 2011.

2. **Mallin, Michael L.** and Todd A. Finkle (2008), "Social Entrepreneurship and Direct Marketing," in *Social Entrepreneurship: Concepts, Cases, and Experiences*, Icfai University Press, 1st Edition, December 2008, pp.26-39.

1. **Mallin, Michael L.** (2005), "A Framework of Control and Trust in Sales Governance," University of Michigan Dissertation Services (UMI), Ann Arbor, MI, 147 pages, Committee: Michael Y. Hu (Chair), Richard H. Kolbe, Paul J. Albanese, and Catherine M. Bakes

Peer-reviewed National Conference Proceedings:

4. **Mallin, Michael L.**, Anthony C. Koh, and Susita Asree (2007), "Uncertainty Avoidance in Sales Management: A Comparison of Salesforce Control and Trust Strategies in the U.S. and Malaysia," *The 2007 Academy of International Business-U.S. Midwest Region Conference Proceedings*.

3. Buehrer, Richard E., Deirdre E. Jones, **Michael L. Mallin**, and Thomas Nowak (2006), "Recruiting the Sales Rep: The Willingness of College Students to Relocate for Employment Opportunities," in *Professional Sales and Sales Management Practices for the 21st Century, 2006 National Conference in Sales Management Proceedings*, Mark C. Johlke, ed., (March 2006), pp 5-15. Presented at Conference.

2. **Mallin, Michael L.** (2003), "Sales Force Automation Tools: A Conceptual Model of Use & Acceptance," in *Enhancing Knowledge Development in Marketing, 2003 AMA Educators' Proceedings*, R. Bruce Money et al. eds., (American Marketing Association: Chicago, 2003); 14 (August), 48-53. Presented at Conference.

1. **Mallin, Michael L.** (2003), "Why Did I Fail? An Examination of Failure Impact on Salesperson Attributions," in *Professional Sales and Sales Management Practices for the 21st Century, 2003 National Conference in Sales Management Proceedings*, Scott A. Inks ed. (April), 117-26. Winner of 2003 NCSM Doctoral Fellow award. Winner of

2003 NCSM Best Doctoral Student Paper award. Winner of 2003 Kent State University Deans Best Paper award in Marketing. Presented at Conference.

Peer-reviewed National Conference Extended Abstracts:

14. **Mallin, Michael L.** and Laura Munoz (2017), "Justifying unethical sales behavior: The impact of salesperson role variables and moderating effects of the selling environment," forthcoming at 2017 American Marketing Association Summer Educators Conference.

13. **Mallin, Michael L.** (2016), "Towards a Framework for Evaluating Sales Managers," The 2016 National Conference in Sales Management Proceedings, Lisa Simon ed., (March 2016). Presented at Conference.

12. **Mallin, Michael L.** and Charles B. Ragland, "Managerial Power-base effects on sales person intrinsic motivation and performance: A Conservation of resources view.", *2013 Academy of Management Sciences Conference Proceedings*.

11. Ragland, Charles B., **Michael L. Mallin**, and Todd A. Finkle, "The Entrepreneurial Nature of Salespeople, Antecedents and Consequences," *2013 National Conference for Sales Management Proceedings*.

10. Neeley, Concha, **Michael L. Mallin**, and Ellen B. Pullins (2012), "Intergenerational Effects in Recruiting Salespeople," *2012 Global Sciences Sales Institute Conference Proceedings*.

9. **Mallin, Michael L.**, "A Framework for Sales Management Performance Evaluation," subject of 2009 University Research and Fellowship Grant, forthcoming in the 2011 *American Marketing Association Educators (Winter) Conference*.

8. **Mallin, Michael L.**, Ellen B. Pullins, Richard E. Buehrer (2009), "Cross-Cultural Perspectives of Consequences From Perceptions of Age Discrimination Among Salespeople," *The Global Science Sales Institute Conference Proceedings* 6/8/09.

7. **Mallin, Michael L.**, Ellen B. Pullins, Richard E. Buehrer (2009), "Consequences From Perceptions of Age Discrimination Among Younger Salespeople," *National Conference in Sales Management Proceedings*, Ellen B. Pullins ed., (March). Presented at Conference.

6. Jones, Deirdre E., **Michael L. Mallin**, and Jennifer Cordell (2009), "Salesforce Training is a Journey Not a Destination: The Impact of Learning Context on Intent to Use Salesforce Automation Technology," *National Conference in Sales Management Proceedings*, Ellen B. Pullins ed., (March). Presented at Conference.

5. Mayo, Michael and **Michael L. Mallin**, (2009), "Are Salespeople Superstitious? An Exploratory Study of Sales Person Superstitious Behavior," *AMA Winter Educators Conference*, Tampa, FL, Feb 20-23, 2009.

4. **Mallin, Michael L.**, Ellen Bolman Pullins, Richard E. Buehrer, and Deirdre E. Jones (2007), "The Millennial Salesperson Challenge: A Research Agenda for Intergenerational Selling," *National Conference in Sales Management Proceedings*, Mark C. Johlke ed., (March). Presented at Conference.

3. **Mallin, Michael L.** and Ellen Bolman Pullins (2006), "Commission Compensation, Control Systems, and Salesperson Motivation", *National Conference in Sales Management Proceedings*, Mark C. Johlke ed., (March), pages 27-29. Presented at Conference.

2. **Mallin, Michael L.** (2004), "Salesperson Motivation: The Effects of Trait Competitiveness and Locus of Control," in *Professional Sales and Sales Management Practices for the 21st Century, 2004 National Conference in Sales Management Proceedings*, C. David Shepherd ed., (April), 58-67. Winner of 2004 NCSM Doctoral Fellow award. Winner of 2004 Kent State University Deans Best Paper award in Marketing. Presented at Conference.

1. **Mallin, Michael L.** and Susan K. DelVecchio (2005), "Perceive Me Useful or Perceive Me Not – An Empirical Study of Salesforce Automation Tool Use," in *Professional Sales and Sales Management Practices for the 21st Century, 2005 National Conference in Sales Management Proceedings*, C. David Shepherd ed., (March).

Invited Publications and Presentations:

6. **Mallin, Michael L.** (2013), "Coaching with Pride", EcSell Institute Coaching Summit, Tucson, AZ, 4-8-2013.

5. **Mallin, Michael L.** (2013), "When Coaching Goes Badly: Dealing with Negative Reactions to Salesperson Coaching" EcSell Institute Coaching Summit Newsletter, Tucson, AZ, 4-8-2013.

4. **Mallin, Michael L.** (2013), "Special Abstract Section: 2013 National Conference in Sales Management," *Journal of Personal Selling & Sales Management*, 3 (Summer), pp. 335-339. Invited article.

3. **Mallin, Michael L.** (2012), "Special Abstract Section: 2012 National Conference in Sales Management," *Journal of Personal Selling & Sales Management*, 3 (Summer), pp. 329-333. Invited article.

2. Pullins, Ellen, B. and **Michael L. Mallin**, (2008), "Millennial Salespeople Face Challenges," *Selling Power Magazine* Special Supplement – Top University Sales Education Programs 2008, April 2008, p. 21.

1. **Mallin, Michael L.** (2004), "An Integrated Framework of Sales Control and Trust in Salesforce Governance," presented at the 2004 AMA Educators Conference, San Antonio, TX February 12, 2004.

Peer-reviewed Articles Under Review and/or Invited for Revision:

1. Munoz, Laura and **Michael L. Mallin**, "Justifying unethical sales behavior: The impact of salesperson role variables and moderating effects of the selling environment," under review at *Journal of Personal Selling & Sales Management*.

Working Papers:

4. Allen, Concha, Riley Dugan, and **Michael L. Mallin**, "The Role of Spirituality in Professional Selling," targeted for submission to *Journal of Personal Selling & Sales Management*.
2. **Michael L. Mallin**, "The Effects of Coaching Intensity on Salesperson Performance," Data collected and analyzed. Targeted for Journal of Personal Selling & Sales Management
2. Laura Munoz, **Mallin, Michael L.**, and Rich Miller, "Antecedents to Opportunism in the Relationship between Distributor and Salesperson," data collected. No journal targeted yet.
1. Miller, Richard, Laura Munoz and **Michael L. Mallin**, "Antecedents to Opportunism in the relationship between Distributor and Manufacturer," data collected and analyzed. No journal yet targeted.

Professional Presentations:

4. "The Art of Networking" presented at The University of Toledo Youth Nation 2014-2017 Annual Conference with Ellen Pullins.
3. "Coaching for Improved Sales Performance" presented at The EcSell Institute Coaching Summit on 4-8-2013.
2. "Energizing Sales" presented with Deirdre Jones at The Center for Family Business mini forum on 9-13-2011.
1. "The Millennial Salesperson Challenge: A Qualitative Investigation of Intergenerational Selling," presented with Deirdre Jones at The University of Toledo Center for Family Business forum "Marketing, Advertising, and Branding Your Family Business," 5/8/07.

Research Grants, Awards and Distinctions:

- 2012, Emerald Literati Network Excellence Award, "*How Salespeople Deal With Intergenerational Relationship Selling*" published in *Journal of Business & Industrial Marketing*
- 2009, University of Toledo College of Business, Outstanding Junior Faculty Research Award recipient.
- 2009, University of Toledo Research Award and Fellowship (URAF) Summer Grant recipient.
- 2006, 2007, 2008, University of Toledo College of Business Summer Research Grant recipient.
- 2005, AMA Sales SIG. Winner of the Direct Selling Education Foundation Sales Dissertation Research Grant Competition.
- 2004, Kent State University Research Fellowship (for Spring 2005).
- 2004, AMA Sales SIG. National Conference in Sales Management Doctoral Fellow Award.

- 2003, AMA Sales SIG. National Conference in Sales Management Doctoral Fellow Award.
- 2003, AMA Sales SIG. National Conference in Sales Management Doctoral Student Best Paper Award.
- 2003, 2004, Kent State University. Dean's Best Research Paper Award, Marketing.

TEACHING

Summary of Courses Taught:

<u>Course Name</u>	<u>University</u>	<u>Avg. Eval</u> *
Marketing Strategy and Analysis (MBA/EMBA)	Toledo	4.72
Salesforce Leadership and Strategy (MBA)	Toledo	4.60
Strategic Selling Analysis and Planning (MBA)	Toledo	4.74
Salesforce Leadership (InClass/Online)	Toledo	4.70
Professional Sales	Toledo	4.65
Sales Technologies & Strategies	Toledo	4.50
Strategic Selling (Independent Study)	Toledo	NA
Marketing Management	Toledo	NA
Marketing Principles	Toledo/Kent St.	NA
Consumer Behavior	Kent St.	

* Avg. Eval Scores on 5-point scale (1 = lowest to 5 = highest) for courses taught on T/T at Toledo.

Advising, Grants, Awards and Distinctions:

- 2016-18, David B. Snow and Mark W. Stout Teaching Fellowship, UT College of Business & Innovation
- 2010, DeJute Memorial Teaching Award Recipient, UT College of Business Admin.
- 2009-10, Honors thesis advisor for Ashley Kilmer, "The Impact of Organizational Commitment and Sales Involvement on Ethical Behavior Tendencies,".
- 2008-09, Honors thesis advisor for Laura Mecklenborg, "Buyers Perceptions of Trust in Salespeople," completed 2/16/09.
- 2007, University of Toledo Center for Teaching and Learning Summer Teaching Grant Award recipient – (for development of MBA course MKTG 6250).
- 2010, 2009, 2007, University of Toledo College of Business DeJute Memorial Teaching Award Nominee.
- 2005, Kent State University College of Business Administration and Graduate School of Management Annual Doctoral Fellow Teaching Award.
- 2003, Kent State University. Paul L. Pfeiffer Professional and Creative Teaching Award Nomination.
- 2002, 2003, Kent State University. The Golden "M" Teaching Award in Marketing, (for highest course evaluation ratings.)

SERVICE

National Service:

- 2018, Editor, Journal of Selling Special Issue
- 2016-2017, Executive Director, *National Conference in Sales Management*
- 2015-2016, Immediate Past Chair, *Sales Special Interest Group (SIG), AMA*
- 2015-2016, Executive Director and Officer, *National Conf. in Sales Mgmt (NCSM)*
- 2014-2015, Conference Chair and Officer, *National Conf. in Sales Mgmt (NCSM)*
- 2014-2015, Sales Special Interest Group (SIG) Chair, *American Marketing Assoc.*
- 2013-2014, Sales SIG Chair Elect, *American Marketing Association*
- 2012-2013, Sales SIG Communications Chair, *American Marketing Association*
- 2010-2012, Sales SIG Vice Chair Conference Planning, *American Marketing Assoc*
- 2011-2013, Conference Proceedings Editor and Board Officer, *NCSM*
- 2008-2010, Education Session Chair and Board Officer *NCSM*
- 2008, Special Session Chair, *NCSM*
- 2011, Reviewer, *Marketing Education Review.*
- 2009-2013, Reviewer, *Industrial Marketing Management.*
- 2008-2011, Reviewer, *Journal of International Marketing.*
- 2009, Reviewer, *American Marketing Association Winter Educators Conference*
- 2009-2013, Reviewer, *Global Science Sales Institute Summer Conference*
- 2008-2013, Reviewer, *Academy of Marketing Science Conference.*
- 2006, Reviewer, *Society for Marketing Advances Conference.*
- 2005-2011, Abstracts Review Board, *Journal of Personal Selling & Sales Management.*
- 2004-2013, Reviewer, *National Conference in Sales Management.*
- 2006-2013 *National Collegiate Sales Competition* Judge, Kennesaw State University.

University Service:

- 2014-17, Youth Nation UT Student Conference Networking Presentation
- 2013, Faculty Senate Finalist, University of Toledo
- 2010-2012, Faculty Senate Nominee, University of Toledo
- 2002-04, Learning to Lead Mentor Program, Kent State University

College of Business & Innovation (COBI) Service:

- 2016-17, Chair, College Personnel Committee
- 2013-14, Brunner Service Award Recipient
- 2013-14, Academic Director, MBA/EMBA Programs
- 2012-13, Chair, Executive MBA Curriculum Task Force Committee
- 2012-14, Chair, COBI Masters Program Committee
- 2013-2014, Ombudsman
- 2011-12, Executive MBA Strategic Planning Committee
- 2011-13, Masters Programming Committee Member
- 2010-13, UT Edward H. Schmidt School of Professional Sales, Board Member (ex-officio)
- 2010-11, Academic Leadership Steering Committee Member
- 2010-14, Center for Family and Privately Held Business Advisory Board Member
- 2009-14, Strategic Planning, Assessment and Continuous Improvement Committee Member
- 2010, COBI Dissertation Committee Member: Iliad Lipkin

- 2009-10, COBI Brand Enhancement Committee Member
- 2005-13, Pi Sigma Epsilon Faculty Advisor, Epsilon Delta Chapter, COBI, U of Toledo.
- 2006-13, National Collegiate Sales Competition, Advisor & Coach, COBI, U of Toledo.
- 2011, Russ Berrie Institute National Sales Challenge, Advisor & Coach
- 2009-10, DSI Midwest Conference Planning Committee, COBI, U of Toledo.
- 2008-09, Kresge Grant Capital Campaign Challenge Committee, COBI, U of Toledo.
- 2008-10, Library Committee, COBI, U of Toledo. Committee Chair in 09-10.
- 2007-08, Ethics Committee, COBI, U of Toledo.
- 2006-07; 2009-10, Undergraduate Programs Committee, COBI, U of Toledo.
- 2005-06, Technology Committee, COBI, U of Toledo.
- 2005-09, Executive Center for Global Competitiveness revenue generation through consulting: Various Companies.
- 2003-04, Doctoral Student Management Association President, Kent State.

Departmental Service (Marketing & International Business):

- 2012-14, Chair, Department Personnel Committee
- 2011, 2014 Tenure Track Faculty Search Committee
- 2011-2014, Chair, Masters Program Committee
- 2010-2014, MIB Department Personnel Committee (Acting Chair 12/2010).
- 2008-09, MIB Course Assessment and Learning Goals Committee (for AACSB).
- 2007-08, Distance Learning Policy Committee.
- 2006-07, 2009-10 Undergraduate Curriculum Committee.
- 2006-12, Represented MIB – Guest speaker in BUAD 1000 and BUAD 3000
- 2005-12, Support at Edward H. Schmidt School of Professional Sales Events – Corporate Partner Speakers Series (10), Speed Recruiting (2), Sales Summits (4), Sales Symposiums (1), Networking Nights (6), UT Invitational Sales Competition (3).
- 2008, Represented Dept. at UT major Palooza Event
- 2005-2006 Edward H. Schmidt School of Professional Sales Summit – Session Chair.
- Guest/Substitute lecturer for department faculty: (various dates and courses).

Outreach, Engagement, and Community Involvement:

- Developed and delivered Salesforce Coaching workshop for EcSell Institute (4/13)
- Developed and delivered ESSPS salesforce leadership training to Habitec (8/'12), Pilkington (est. Feb. '13), Tenneco (est. 9/11-2/13).
- Delivered ESSPS sales certification online learning (pilot, 3 cohorts).
- 2009-10, Represented UT/ESSPS at corporate partnership events (TQL, Federated Insurance, Equity Trust).
- 2007 Co-presented (with Deirdre Jones) at the Center for Family Business Forum (May 8th), "The Millennial Salesperson Challenge: Issues in Intergenerational Selling" at The Toledo Club (130 members in attendance).
- 2011 Co-presented (with Deirdre Jones) at the Center for Family Business mini forum (25 members in attendance)
- 2004-2005, Sales and Marketing Executives International, member in good standing

BUSINESS/INDUSTRY EXPERIENCE

- 1997-2000 **Sales Director Global Markets**, SBC Communications, Cleveland Ohio. Telecommunications industry. Responsibilities included managing an 8-member salesforce toward the attainment of financial sales performance goals and objectives. Customers were Fortune 100 firms in the Cleveland, OH area generating base revenues of \$55 Million.
- 1993-1997 **Sales Manager, District Marketing Manager**, AT&T Communications, Basking Ridge NJ. Telecommunications industry. Sales management responsibilities included managing a 10-member salesforce toward the attainment of financial sales performance goals and objectives on a \$50 Million base. Marketing managerial responsibilities included market research, business/marketing/product planning development.
- 1984-1993 **Account Executive – Industry Consultant**, AT&T Communications, Toledo, Ohio. Telecommunications industry. Sales and account management responsibilities included generation of new revenue and customer relationship management of existing customer \$5M base. Specific skills developed and utilized in areas of customer application identification and implementation; sales process; customer training; sales force automation systems; market research, and business/marketing/product planning development.