

The Thought Leadership on the Sales Profession Conference

Agenda 2017

Tuesday, May 30, 2017
Paris – France
2:00 – 6:00 PM

2:00 – 3:00 Registration

3:00 – 3:15 Welcome – Dominique Rouzies, Peter Todd, Mike Ahearne & Tom Steenburgh

Dominique Rouziès (Ph.D.) is Professor of Marketing and the EDF Chair at HEC Paris. She is currently Visiting Professor in the Desautels Faculty of Management at McGill University. Previously, she was the Academic Director of the Executive Masters in Sales and Marketing and the Master of Science in Marketing. She has also been in charge of the HEC Center for Research on Individuals and Organizations (CRIO). Additionally, she is Co-Principal Investigator in the Laboratoire d'Excellence - ECODEC, a joint research center founded by HEC Paris, Ecole Polytechnique and ENSAE.

Her research and teaching interests focus primarily on strategic sales decisions such as the way firms value sales professionals (variable-pay formula, compensation gaps), their career paths and specializations as well as the marketing and sales interface. Beyond academic publications, her work has been featured in *Harvard Business Review*, *Harvard Business Manager*, *Les Echos* and *The Financial Times* among others. She is also contributing regularly to the sales blog of *Harvard Business Review France*. She received the American Marketing Association Selling and Sales Management Special Interest Group's Excellence in Research Award for her coauthored article on pay levels and structures in sales organizations published in the *Journal of Marketing*.



Peter Todd is a Professor at HEC Paris and currently serves as the Director General / Dean of the School. He is an expert in the organization, management and use of information technology to deliver business value.

Professor Todd has over 40 published works on information technology and innovation management which have received more than 15,000 citations. He has taught and led degree programs, executive education and applied research programs in management, innovation and information technology for over 25 years. He also has over 20 years of increasingly senior leadership experience as a Dean, Associate Dean, Program and Centre Director at prominent Canadian and US universities.

Prior to joining HEC Paris Professor Todd served as Dean of McGill University's Desautels Faculty of Management from 2005 to 2014. At McGill he oversaw management of 200 faculty and staff delivering degree programs and executive education to over 3000 students each year. He led a transformation doubling the faculty's annual budget to over \$40 million by developing a suite of self-funded masters programs, which were all firsts in Quebec, including the full-time MBA, Professional MBA and bilingual executive MBA, and launched McGill's first degree program in China. He also completed a \$75 million fundraising effort as part of Campaign McGill.

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Immediately prior to joining McGill, Todd was the Chesapeake and Potomac Professor of Commerce at the University of Virginia's McIntire School of Commerce where he also served as Associate Dean for Graduate Programs. At Virginia he spearheaded a novel off-campus executive Master of Science degree in the Management of Information Technology. Before that he was Professor and Associate Dean at the University of Houston where he played a key role in securing a \$40 million naming gift to establish the Bauer College of Business. At the University of Houston Professor Todd also led the Information Systems Research Centre delivering applied research and executive education programs while doubling the Centre's membership to include 30 prominent Texas-based companies. Professor Todd was also a Professor at Queen's University in Kingston, Ontario where he served as Director of the Research and Ph.D. programs in the Queen's School of Business. Peter Todd holds a bachelor degree in Commerce from McGill University and a Ph.D. in Business Administration from the University of British Columbia. He speaks English and French.

Michael Ahearne is the C.T. Bauer Chair Professor in Marketing at the University of Houston and Research Director of the Sales Excellence Institute. He is also Principal at ZS Associates, responsible for the development of innovative methods/services in the area of sales force effectiveness.

Mike's research has focused on improving the performance of salespeople and sales organizations. He was recognized by the American Marketing Association as one of the 10 most research productive scholars in the field of marketing. His research has been profiled in the Wall Street Journal, New York Times, Business 2.0, Business Investors Daily, INC Magazine and many other news outlets.

Mike's textbook *Selling Today: Partnering to Create Customer Value* is the highest grossing professional selling textbook in the world, being distributed in over forty countries. Paired with his many teaching awards at the PHD, MBA and BBA levels in Sales, Sales Management, and Key Account Management, Mike has a proven track record of excellence when it comes to disseminating knowledge in his field. He has also had a significant impact outside of the classroom based on the reach of the Sales Excellence Institute, which is widely regarded as the worldwide leader in sales education and research. Mike was honored as the inaugural winner of the Sales Education Foundation's Research Dissemination Award for the impact of his research on business practice.



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Tom Steenburgh is the Senior Associate Dean of Executive Education and Non-Degree Programs and the Bank of America Professor at the Darden Graduate School of Business. Tom is an expert in business-to-business marketing and sales. He co-founded the Thought Leadership on the Sales Profession conference, which brings together leading academics and senior sales leaders to discuss cutting edge practices in sales. Prior to joining Darden, he taught at the Harvard Business school.



Tom's research analyzes the effectiveness of sales and marketing strategies. His research has been broadly recognized with the Neil Rackham Award for its impact on sales practice, and his article in the Harvard Business Review, "Motivating Salespeople: What Really Works," won the Wachovia Award for Research Excellence. He frequently speaks about his research in public forums such as the Sales Management Association, the Global Siemens One Conference, the Marketing Science Institute, and the Money Management Institute.

Tom is the author of numerous case studies that are taught in leading business schools around the world. This work primarily focuses on managerial issues in professional selling and sales force management. His case study on Hubspot is part of the HBS Premiere Case Collection and his study on EMC has been reprinted in textbooks.

Tom holds a masters degree in statistics from the University of Michigan and a PhD in marketing from Yale University. Before returning to academics, he held several positions in marketing and operations at the Xerox Corporation. His last position was in incentive strategy.

3:15 – 3:45 The Impact of Artificial Intelligence (AI) on the Future of Selling - Byron Matthews, Miller Heiman group

3:45 – 4:30 Top Challenges Facing Sales – Andy Zoltners, Northwestern University and ZS Associates

Byron Matthews, President and CEO, leads Miller Heiman Group's commitment to providing organizations worldwide with an expanded, holistic approach for developing and managing, and sustaining, long-term customer relationships.

With more than twenty-two years of experience, Byron has consulted for and led sales organizations for several Fortune 500 companies. He has collaborated with industry leaders throughout the world at companies like Microsoft, AT&T, Samsung, and Coca-Cola on the development of pipeline and revenue management solutions, implementation of sales methodologies, optimization of sales management processes and compensation plans, and competency models linked to assessment and recruiting.

Byron's depth and breadth of prior experiences include serving as Chief Sales Officer at Aflac, where he led over 30,000 sales professionals across multiple channels, and over five years at Mercer as Global Sales Leader and Global Head of the Sales Performance Practice.

Byron received his MBA at the University of Chicago.



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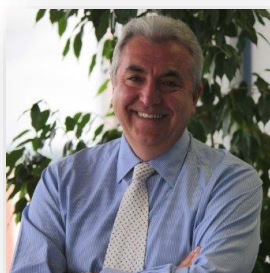
Andris A. Zoltners, Founder of ZS Associates, is a Frederic Esser Nemmers Distinguished Professor Emeritus of Marketing at the Kellogg School of Management at Northwestern University, where he had been a faculty member for more than 30 years. In 1983, Professor Zoltners and former Kellogg colleague, Prabha Sinha, founded ZS Associates. The success of ZS was recognized by their induction into the Chicago Entrepreneurship Hall of Fame in 2005.

Professor Zoltners' areas of expertise are sales force strategy; sales force size, structure and deployment; sales force compensation; and sales force effectiveness.

4:30 – 5:00 Coffee

5:00 – 6:00 Senior Executive Panel – Responding to Challenges Facing Sales

- Carl Roberts, Chief Commercial Officer, Epsilon Telecommunications
- Gilles Grapinet, CEO Worldline, SEVP ATOS
- Kris Vervaet (SVP Business Customer Division, EDF)
- Hajo Rapp, Vice President Account Management & Market Development, Siemens



Carl Roberts has worked in the Information and Communications Technology industry for over 30 years. On 1st December 2016, he joined Epsilon Telecommunications as Chief Commercial Officer, responsible for providing the commercial and strategic leadership for the company. Prior to joining Epsilon, Carl founded HADAARA, a management consultancy focused on providing strategic advice to C-level executives in the ICT industry. Between 2000-2015, he served in a number of Senior Executive positions in Verizon (and predecessor companies MCI and WorldCom), the most recent of which was as Group Vice President of Verizon's International Carrier and Wholesale Division.

Prior to his 14.5 year career in Verizon, Carl held a number of senior executive positions in Global One and IBM, having started his career in the legal profession working for Ashurst, Morris, Crisp & Co.

In 2015, in recognition of his outstanding contribution to the industry, Carl was awarded the Lifetime Achievement Award by Capacity Media at the Global Carriers Awards in Paris.

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Gilles Grapinet, a graduate of the French “Ecole Nationale d’Administration”, he joined the French Inspection Générale des Finances” in 1992, where he worked for four years on numerous financial audits and assessment assignments for the French Government and international organisations (International Monetary Fund, World Bank, ...).

In 1996, he moved to the French tax department as Head of Strategy and Controlling before being appointed Director of Information Systems and Strategy.

Between 2000 and 2002, he was appointed CIO, head of the nation-wide “Copernic program”, aimed at rebuilding entirely the French tax information systems and creating a multi-channel, service-oriented e-tax administration.

Between 2003 and end 2004, he joined the private office of the French Prime Minister as Senior Advisor for economic and financial affairs. And between 2005 and 2007, he was director and chief of staff of the French economy, finance and industry Minister’s private office.

In 2007, Gilles Grapinet joined the Executive Committee of the international banking Group Credit Agricole SA, where he was Head of Strategy before being appointed director of the Payment Systems & Services business division.

In December 2008 as Senior Executive Vice President, in charge of Global functions, Sales and Consulting activities, he joined Atos Origin (Since July 2011, the name of the company was changed to Atos, following the Siemens IT acquisition), as one of the two SEVP, of the Company.

In July 2013, in addition of his position in Atos, he is appointed CEO of Worldline, a listed subsidiary of the Atos Group, specialized in e-Payment services.



Kris Vervaet is the Senior Vice-President, responsible for the B2B market of EDF in France (2.5 Million professionals, SME, enterprises and public authorities with a turnover of more than 10 Billion €, served by more than 4000 employees). He’s also president of the board of NetSeenergy, a company specialized in energy data management, and member of the board of several other energy & IT companies (ES Strasbourg, Awingu, ...).

He’s born in Belgium, where he graduated as engineer. He continued his studies afterwards in New York and Stanford.

He started his professional career in the telecom sector, at Proximus the leading Belgian telecom provider, where he occupied several senior management functions such as VP Sales and VP Marketing. After 18 years in the telecom sector, he changed to the energy sector in 2012 when he joined the EDF Group as Chief Commercial Officer for the EDF affiliate in Belgium, called EDF Luminus. He moved to the head office of EDF in Paris at the end of 2014.



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Hajo Rapp, SVP Siemens One Customer Relationship Management, was born February 19, 1962 in Germany, and graduated in business sciences from the Hohenheim University in Stuttgart, Germany, after which he obtained a doctoral degree in business ethics from the University of Vienna in Austria. Dr. Rapp started his career in management consultancy in 1994 where he worked for three years for Management Partner GmbH in Stuttgart. Then he moved on to Siemens Nixdorf to become a sales representative for IT Services, where he gained initial experiences in Key Account Management as a member of the global key account team.



In 1998 Dr. Rapp took over his first leadership position in a Key Account team to drive business concentrating on European activities. From 2002 to 2007 Hajo managed one of Siemens' largest global customers covering the company portfolio in Industry, Energy, Healthcare as well as IT and Communications technologies.

In June 2007 he took up an appointment as Senior Vice President and Head of "Account Management & Market Development" within Corporate Development at Siemens in Munich, Germany. Today he leads a team of specialists driving the global Key Account Management approach within Siemens. Besides his engagement at SAMA, Dr. Rapp is regularly invited to speak at different universities all over the globe.

Hajo lives in Munich with his wife and two children. He is passionate about soccer, jogging, skiing, biking and squash; he is an avid reader and takes a keen interest in languages and cultures.

Wednesday, May 31, 2017
8:00 AM – 5:30 PM

8:00 – 8:45 **Coffee & Light Breakfast Available**

Plenary Sessions (Auditorium)

8:45 – 9:00 **Developing Effective Sales Leaders – Erik W. Charles, Xactly Corporation**

9:00 – 10:00 **Senior Executive Panel – Building Effective Leadership Teams**

- Marc Boissonnet, Executive Vice President Sales & Marketing, Bureau Veritas
- Thierry Collet, Vice President, Global Education & Academia, Dassault Systems
- Cor Dubois, Vice President Sales Effectiveness-Global Customers, Nokia
- Maxime Laugier, Area Vice President – Enterprise Sales, Salesforce
- Alberto Moriana, Vice President Sales Latin America, Procter & Gamble

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Erik W. Charles is an accomplished professional with over two decades of experience in Marketing, Consulting, and Product Evangelization. Erik focuses on helping companies drive expansion and team growth by better aligning positions, responsibilities, and incentives. He brings a multitude of skills ranging from multinational enterprise firms to small startups, allowing him to design and apply different models depending on the market, people, and corporate goals.

Currently, Charles is the Vice President, Product Marketing, at Xactly Corporation where he is responsible for driving the product strategy, defining the product vision, and developing a strong team of product owners and designers.

Prior to joining Xactly Corporation, Erik was the Vice President, Marketing, at CAKE by Accelerize. There he was accountable for driving sales enablement; lead generation, product positioning and strategy, as well as new product launch initiatives. He has also held positions at Canon, Sun Microsystems, and Apple. In addition, Erik has an extensive consulting and research background, his areas of specialty include: key measures for Sales and Marketing roles, identification of focal points for improvement in customer acquisition, and retention, as well as design and communication of improved incentive plans with strong line-of-sight metrics. Erik has a bachelor's degree from Stanford University and an MBA from the Paul Merage School of Business at the University of California, Irvine. At Merage he serves as a mentor for students, an occasional guest lecturer, and is a charter member of the Dean's Leadership Circle. In his spare time, he enjoys hiking and camping with his wife and two sons.

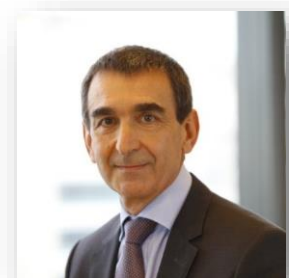
Erik Charles is a frequent speaker at events such as Dreamforce, Argyle CFO forums, World at Work, AAISP, Sales 2.0, Sales Management Association and others. He holds regular webinars on the subject of sales force motivation and optimization. He is guest lecturer at the Paul Merage School of Business and the Carlson School of Management.

Marc Boissonnet is a mechanical engineer, graduated in 1986 from the Ecole Centrale de Paris, France. He holds a PhD in Soil and Structures Mechanics.

Marc Boissonnet joined Bureau Veritas in 1986, a Testing, Inspection and Certification company, where he is still present.

He has spent 20 years in operations:

- As a Civil Engineer in Senegal
- In Mexico as Deputy General Manager for North Latin America (1990)
- In 1994, he moved to France, in charge of quality assurance consulting activities, as Deputy General Manager of BVQI France certification body.
- In 1999 he is appointed Regional Chief Executive for Bureau Veritas Southern & Eastern Africa, based in South Africa.
- In 2001, became CEO of Bureau Veritas Consulting in France.



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Since 2006, he moved to Sales positions:

- VP Sales & Marketing for France (2006)
- VP Sales & Marketing for Bureau Veritas Industry & Facilities Division (2010)
- Senior VP, Communication & Marketing, QHSE (2012)
- Executive VP, Group Sales & Marketing (since 2015). This activity represents almost 3500 people over the world, with particular focus on China and the USA. The team is organized by market segment, geography and go-to-market (Account Management and Portfolio management). It represents approximatively 5 billion Euros yearly sales.



Thierry Collet, aged 57, graduated from the ESSEC Business School, has occupied many senior management positions in prestigious IT companies. After starting as a consultant at MACDONNEL DOUGLASS INC, he spent 5 years at PROGILOG in Sales and Sales Management positions selling Infocenter solutions.

He then joined ORACLE where he occupied during 18 years various senior sales management positions in France, was the EMEA Field Marketing Support Senior Director in California and lastly ran the Western Europe & Middle East Business Operations for 8 years.

He has joined Dassault Systèmes in 2007 as the VP Global Marketing, encompassing all Marketing responsibilities for all Dassault Systèmes Brands until September 2011. For almost the last 7 years, he has been the worldwide VP for Global Academia and Education. As such, he is in charge to define, provide, market and implement end-to-end Lifelong Learning solutions based upon the whole range of Dassault Systèmes products helping individuals, customers and academic users to learn using innovative methods and obtain the highest possible employability in their respective domains.

Thierry who is an avid reader and a music critic is also a regular lecturer on Social Medias in B2B and a demanded speaker at numerous international conferences.

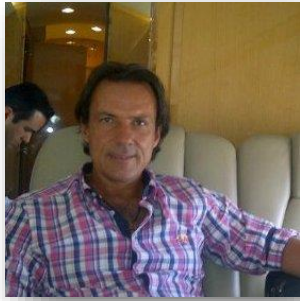
Maxime Laugier is Area Vice President – Enterprise Sales at Salesforce. Maxime joined Salesforce in 2011 as a Senior Account Executive. Today, as an Area Vice President, he is managing the sales activity for the top customers in the manufacturing, telco, utilities, transport and aerospace industries. Before joining Salesforce, Maxime occupied many roles in the software industry with one common denominator: customer success. Maxime holds a degree from the NEOMA Business School, as well as a Master in Economics from Plekhanov Russian University of Economics. Maxime has 2 children

<https://www.linkedin.com/in/maximelaugier/>



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Alberto Moriana is currently Sales Vice President of P&G in Latin America. He has extensive international experience, having served with P&G in 7 different countries in roles of local, regional and global scope. Prior to his current role, he led the development of the joint P&G-Carrefour Global Business out of Paris and was also responsible for the commercial strategy of P&G in Europe. Before that he worked for P&G Brazil as Sales Director.

Alberto has represented P&G in several international industry bodies and is a frequent speaker at industry events. Over his long international career, he has accumulated significant experience in the area.

Cor Dubois leads Sales Effectiveness -Global Customers at Nokia. He is experienced in commercial strategies, sales transformation, optimization of marketing and sales, C-suite engagement, Go-to-Market strategies & management of complex deals. Cor has worked at Royal Dutch Shell, United Brands/Chiquita and held senior positions in general management and marketing and sales with: Rothschild, BMG/Bertelsmann and Market Bridge. He is a thought leader on sales and marketing and a frequent speaker at professional and academic conferences and events.



10.00 – 10.30 Coffee Break

10:30 – 11:00 Time, Money and Happiness: Implications for Sales Organizations - Michael Norton, Harvard Business School

Michael I. Norton is the Harold M. Brierley Professor of Business Administration at the Harvard Business School, and a member of Harvard's Behavioral Insights Group. Prior to joining HBS, Professor Norton was a Fellow at the MIT Media Lab and MIT's Sloan School of Management.

His research has twice been featured in the *New York Times Magazine* Year in Ideas issue, in 2007 (Ambiguity Promotes Liking) and 2009 (The Counterfeit Self). His "The IKEA Effect: When Labor Leads to Love" was featured in *Harvard Business Review's* Breakthrough Ideas for 2009. In 2010, he won the Theoretical Innovation Prize from the Society of Personality and Social Psychology; in 2011, he won the SAGE Young Scholars Award from the Foundation for Social and Personality Psychology; in 2012, he was selected for Wired Magazine's Smart List as one of "50 People Who Will Change the World." His TEDx talk, How to Buy Happiness, has been viewed more than 3 million times.



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Presentations (11:00-12:30)

Track 1 (Auditorium) – New Frontiers in Sales Analytics

Moderator: Shantanu Dutta, University of Southern California

Assessing the Drivers of Sales Prospecting Effectiveness

Srinath Gopalakrishna, University of Missouri; Andrew Crecelius, University of Alabama at Birmingham;
Ashutosh Patil, University of Missouri

Analytics of Staged Pipeline Processes: A Continuous Time Markov Chain Model of Win Prediction

N. Syam, University of Missouri

Qualifying Leads using Sales Analytics

Johannes Habel, ESMT Berlin

Practitioner Insights Panel:

Yves Djorno, Senior Partner, Arcos PI

Jim Johnston, Chief Executive Officer, RadianScore Limited

Ken Purcell, Executive Vice-President Global Sales, Lincor Solutions

Carl Roberts, Chief Commercial Officer, Epsilon Telecommunications

Track 2 (Milan) – Leveraging Sales Force Structure and Capabilities in B2B

Moderator: Ajay Kohli, Georgia Tech

The Marginal Role of the Sales Force: Buffering and Brokering as Essential Sales Capabilities in B2B Pricing

Mark Bergen, University of Minnesota; Yi Zhu, University of Minnesota; Mark Zbarecki, Ivey Business School, Zuhui Xiao, University of Minnesota

Making Solution Selling More Effective: The Role of Team Size

J. Andrew Petersen, Penn State University; V. Kumar, Georgia State University; Adam Rapp, Ohio University

Our Research on Solution Selling and the Buying Center.

Arun Sharma, University of Miami

Practitioner Insights Panel:

Javier Garcia, Global Sales Director, Automotive, Lectra SA

Bob Kelly, Chairman, Sales Management Association

Conor Morris, Managing Director, Sales Institute of Ireland

Hajo Rapp, Vice President Account Management & Market Development, Siemens

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Lunch (12:30-2:00)

Presentations (2:00-3:30)

Track 1 (Auditorium) – Motivating the Sales Force: Sticks and Carrots

Moderator: Douglas Hughes, Michigan State University

Self-Selected Incentives: Evidence from Two Field Experiments on Customization of Sales Force Incentivizing

Raghu Bommaraju, University of Houston; Sebastian Hohenberg, University of Mannheim

Incentive Pay in Hybrid Sales Channels: A Field Experiment

George John, University of Minnesota; Om Narasimhan, London School of Economics; Xiaolin Li, University of Texas at Dallas; Ranjan Banerjee, SP Jain Institute of Management Research

Multidimensional Sales Incentives in CRM Settings: Customer Adverse Selection and Moral Hazard

K. Sudhir, Yale University

Practitioner Insights Panel:

François-Xavier Artigues, Directeur de Division - Equipement Automobile, Mitsubishi

Byron Matthews, President & Chief Executive Officer, Miller Heiman Group

Track 2 (Milan) – Effective Channel Management

Moderator: Murali Mantrala, University of Missouri

Sharing of Information in Distribution Channel Relationships

Gary Frazier, University of Southern California

Retention and Turnover of Direct-Selling Distributors

Anne Coughlan, Northwestern University; Manfred Krafft, University of Muenster; Julian Allendorf, University of Muenster

Sharing of Selling Functions to Deliver Customer Value

Alberto Vinhas, Washington State University

Practitioner Insights Panel:

Charles Cohen, Managing Director, Benco Dental

Carl Roberts, Chief Commercial Officer, Epsilon Telecommunications

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Coffee Break (3:30-4:00)

Presentations (4:00-5:30)

Track 1 (Auditorium) – Gearing Up for Sales Force Success

Moderator: Simon Bell, University of Melbourne

A Cross-Classified Multilevel Analysis of Identity and Performance in Multiple Cross-Functional Sales Team Arrangements

Adam Rapp, Ohio University; Jessica Ogilvie, Ohio University; Tammy Rapp, Ohio University

Enhancing Innovation Commercialization through Supervisor – Sales Rep Fit

Sebastian Hohenberg, University of Mannheim; Christian Homburg, University of Mannheim

Harnessing Salespeople's Ability to Read Customers' Emotions and Needs

Zach Hall, TCU; Michael Ahearne, University of Houston; Harish Sujan, Tulane University; Jan Wieseke, University of Bochum; Sascha Alavi, University of Bochum

Practitioner Insights Panel:

Olivier Feraille, Global Account Director, Cognex

Hajo Rapp, Vice President Account Management & Market Development, Siemens

Steven Sadler, Vice President, Global Sales Transformation, Dell EMC

Track 2 (Milan) – Fostering Effective Sales Environments

Moderator: Bill Moncrief, TCU

How Rules and Standards Influence Sales Decision Making

Goutam Challagalla, IMD; Brian Murtha, University of Kentucky

A Conversation about the First Line Sales Manager

Noel Capon, Columbia University; Gary Tubridy, The Alexander Group; Florin Mihoc, Fulbright scholar

What the Social Intelligence Hypothesis Might Mean for the Field of Selling: An Introduction into Social-Neuro-Selling

Willem Verbeke, Erasmus School of Economics; Richard P. Bagozzi, University of Michigan

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Practitioner Insights Panel:

Bruno Buffenoir, Vice President Strategic Alliances, OEM & IoT, Hewlett Packard Enterprise,
Alberto Moriana, Vice President Sales Latin America, Procter & Gamble
Benoît Tranzer, Global Account Director, Kantar

Thursday, June 1, 2017

8:00 AM – 1:00 PM

Coffee and Light Pastries (8:00-8:30)

Presentations (08:30-10:30)

Track 1 (Auditorium) – New Horizons in Sales Force Compensation

Moderator: Mengze Shi, University of Toronto

Fair Differences: Impact of Social Comparisons on Sales Organization Performance

Maria Rouziou, Vanderbilt University; Dominique Rouziès, HEC Paris; Dawn Iacobucci, Vanderbilt University

How Do Firms Value Sales Career Paths?

Alireza Keshavarz, University College Dublin; Dominique Rouziès, HEC Paris; Francis Kramarz, Ecole Polytechnique-ENSAE, Crest; Bertrand Quelin, HEC Paris; Michael Segalla, HEC Paris; Michael Ahearne, University of Houston

How are Key Account Manager's Decisions Influenced by Unfair Compensation?

Ying Yang, University of Iowa; James Hess, University of Houston

Momentum in Sales Performance

Nick Lee, University of Warwick; Irene Nahm, University of Houston; Seshadri Tirunillai, University of Houston; Michael Ahearne, University of Houston

Practitioner Insights Panel:

Erik Charles, Vice President, Product Marketing, Xactly
Christophe Excoffier, Chief Executive Officer, Novamétrie
Tamara Welch, Director of Recruiting, Gartner

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Track 2 (Milan) – The Role of Organizational and Interpersonal Factors in Sales Force Management

Moderator: Pradeep Bhardwaj, University of Central Florida

When and Why Does (Im) Balance of Customer—Coworker Directed Behaviors Matter in the Frontline?

Ad De Jong, Aston University; Michel van der Borgh, Eindhoven University of Technology; Ed Nyssen, Eindhoven University of Technology

Man on the Bench

Jeffrey Boichuck, University of Virginia; Michael Ahearne, University of Houston; Tom Steenburgh, University of Virginia; Raghu Bommaraju, University of Houston

How Sales Organization Capabilities Affect the Simultaneous Pursuit of Customer Acquisition and Retention

Paolo Guenzi, Bocconi University; Edwin J. Nijssen, Eindhoven University of Technology; Michel van den Borgh, Eindhoven University of Technology

The Digitalization Drive: Elevating Strategic Account Management

Kaj Storbacka, University of Auckland Business School

Practitioner Insights Panel:

Isabelle Cassius de Linval, Chief Information Officer, SFR

Bob Kelly, Chairman, Sales Management Association

Kari Taylor, Vice President of Sales & Branch Operations, Benco Dental

Track 3 (Luxembourg) – Selling Meets Marketing and Wall Street

Moderator: Mrinal Ghosh, University of Arizona

Exploring Synergies between Marketing Communications and Salesperson Networking

Andrew Crecelius, University of Alabama at Birmingham; Srinath Gopalakrishna, University of Missouri

Preparing for the A-team: An Existential Opportunity

Howard Dover, University of Texas at Dallas; Robert Peterson, Northern Illinois University

R&D'S Approaches to Gather Customer Needs Intelligence during NPD: Leveraging Customer-facing Functions in Technology Intensive Markets

Michel Van der Borgh, Eindhoven University of Technology; Edwin J. Nijssen, Eindhoven University of Technology

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Do Investors React to Sales Force Downsizing? The Contingent Roles of Investors' Screening and Firm's Signaling Processes

Ryan Mullins, Clemson University; Nick Panagopoulos, University of Alabama; Panos Avramidis, ALBA Graduate School of Business

Practitioner Insights Panel:

Cor Dubois, Vice President Sales Effectiveness Global Customers, Nokia

Byron Matthews, President & Chief Executive Officer, Miller Heiman Group

Mohamed Soltani, Marketing Strategy Director, Schneider Electric

Track 4 (Amsterdam) – Understanding Salesperson Characteristics for Better Productivity -I

Moderator: Bryan Lukas, Lancaster University

The Motivational Impact of Unhappy Customers on Sales Performance

Bart Dietz, Erasmus University; Daan van Knippenberg, Erasmus University; Adam Grant, University of Pennsylvania; Dave Hoffman, University of North Carolina; Stephane Cote, University of Toronto; Andy Molinsky, Brandeis University

Impact of Delegations and Salesperson Characteristics on Productivity

Desmond Lo, Santa Clara University; Richard Tang, University of Arizona; Mrinal Ghosh, University of Arizona

Sales Management Capabilities

Douglas Vorhies, University of Mississippi; Victoria Bush, University of Mississippi; Linda Orr, University of Akron; Derek Ezell, University of Mississippi

The Last Salespeople Standing: Predicting Relative Sales Performance over Time

James Loveland, Xavier University

Practitioner Insights Panel:

Yves Djorno, Senior Partner, Arcos PI

Olivier Feraille, Global Account Director, Cognex

Benoît Tranzer, Global Account Director, Kantar

Coffee Break (10.30-11.00)

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Presentations (11.00-12.30)

Track 1 (Auditorium) – Understanding Salesperson Characteristics for Better Productivity -II

Moderator: Rajkumar Venkatesan, University of Virginia

Challenges and Opportunity Costs in Mexican Sales Force Management

Martha Rivera, Pan-American University; Dominique Rouzies, HEC Paris; Vincent Onyemah, Babson College; Dawn Iacobucci, Vanderbilt University; Julián Sánchez, Pan-American University

Considerations and Implications of Institutional Complexity for Selling

Nathaniel Hartmann, University of Hawaii; Heiko Wieland, California State University; Jaakko Siltaloppi, Aalto University School of Science; Steve Vargo, University of Hawaii

Applying Llosa's Tretra-class Model for Effective Management of Sales Force Job Satisfaction

Christine Jaushyuan Lai, Laval University; René Y. Darmon, ESSEC Business School

Practitioner Insights Panel:

Jorge Bullemore, Founder, Bullemore Sales Consulting

Ken Purcell, Executive Vice-President Global Sales, Lincor Solutions

Noémie Sadik Attal, Sales Director, Adobe

Track 2 (Milan) – Making Strategic Investments in B2B Relationships

Moderator: Rob Waiser, London Business School

What do Buyers Value in Different B2B Relationships with Sales?

Kenneth Meunier-FitzHugh, University of East Anglia

Crying for Attention: The Impact of Top Management Attention on the Contribution of Trade Shows to Firm Value

Eric Boyd, James Madison University; Brian Brown, Virginia Commonwealth University; Mayoor Mohan, Virginia Commonwealth University

B2B Sales Performance: The Role of the Internal Selling Process

Thomas DeCarlo, University of Alabama at Birmingham; Son K. Lam, University of Georgia; Andrea Dixon, Baylor University

The Thought Leadership on the Sales Profession Conference Agenda 2017

Practitioner Insights Panel:

Matthieu Bourguignon, Senior Vice President - Europe - Enterprise, Nokia

Bob Kelly, Chairman, Sales Management Association

Eric Lelièvre, Global Customers & West Europe Sales Manager, L'Oréal Consumer Products Division

Track 3 (Luxembourg) – The Role of Top Management in Sales Enablement

Moderator: Craig Chapman, Kellogg School of Management

Customer-centricity in the Executive Suite: A Taxonomy of Top-management Customer Interaction Roles

Christoph Senn, University of St. Gallen; Noel Capon, Columbia University

Driving the Sales Enablement Autobahn: No Guardrails, No Limits, No Maps

Rob Peterson, Northern Illinois University; Howard Dover, University of Texas at Dallas

Instrumental Leadership as a Determinant of Salesperson Performance: Applying the Extended Full Range Leadership Theory (FRLT)

Manoj Motiani, Indian Institute of Management

Practitioner Insights Panel:

Cor Dubois, Vice President Sales Effectiveness Global Customers, Nokia

Carl Roberts, Chief Commercial Officer, Epsilon Telecommunications (*)

Benoît Tranzer, Global Account Director, Kantar

Track 4 (Amsterdam) – Impact of Structure and Network on Salesperson and Firm Performance

Moderator: Flora Gu, Hong Kong Polytechnic University

Revolving Doors: When Does Structural Flux in Sales (& Marketing) Operations Hurt?

Sash Vaid, University of Houston; Michael Ahearne, University of Houston

Selling Platform

Olivier Rubel, University of California Davis; Hemant Bhargava, University of California Davis

Practitioner Insights Panel:

Christophe Excoffier, Chief Executive Officer, Novamétrie

Mohamed Soltani, Marketing Strategy Director, Schneider Electric

Closing (1:00)

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