The Thought Leadership on the Sales Profession Conference
Agenda 2025

Tuesday, June 17, 2025
Los Angeles – CA
12:00 – 7:00 PM

12:00 – 1:30   Registration & Lunch

1:15 – 1:30   Welcome Remarks – Michael Ahearne

Michael Ahearne is the C.T. Bauer Chair in Marketing and Research Director of the Stagner Sales Excellence Institute at the University of Houston, focusing on sales performance and organizational effectiveness. With over 50 publications in top-tier journals like Journal of Marketing and Management Science, his research is widely recognized, and his textbook Selling Today is the world's highest-grossing professional selling book. He has consulted for 200+ companies across industries, leveraging his expertise from roles at ZS Associates and Eli Lilly. A recipient of the AMA Lifetime Achievement Award, Mike is also a former professional baseball player, Academic All-American wrestler, fitness enthusiast, and coffee aficionado.

1:30 – 2:00   Keynote - AI and the Workforce: Adapting to a New Era of Technology

Speaker:

Ramesh Srinivasan is a Professor at UCLA and the founder of the UC-wide Digital Cultures Lab, specializing in AI, automation, and workforce transformation. He advises U.S. Congress and global leaders on AI ethics, tech regulation, and the societal impact of emerging technologies. His research examines how AI and automation shape businesses, labor, and economic systems worldwide, with insights featured in The New York Times, Washington Post, The Economist, CNN, BBC, and NPR. A former Innovation Policy Committee member to the president and board member of Digital Democracy, he is a strong advocate for ethical AI implementation that enhances rather than replaces human capabilities. His book Beyond the Valley was named a Forbes Top 10 Tech Book, and his podcast Utopias features conversations with global thought leaders on the future of innovation. Ramesh holds degrees from Stanford (B.Sc.), MIT (M.Sc.), and Harvard (Ph.D.).

2:00 – 2:30   Break

2:30 – 3:45   Panel Discussion – Implementing AI for Success in the Sales Organization

Moderator:

Johannes Habel is the Michael J. Cemo Associate Professor of Marketing at the University of Houston, specializing in the psychology of selling, sales management, and the digital transformation of sales. A Senior Editor of the Journal of Personal Selling & Sales Management, he also serves on the Editorial Review Boards of the Journal of Marketing, Journal of the Academy of Marketing Science, and Journal of Retailing. Recognized with awards like the 2024 Lucile and Leroy Melcher Excellence in Research Award, Johannes has developed executive education programs for leading organizations and taught at top business schools, including Stanford, Yale, and Darden. He holds a doctorate in marketing from the University of Bochum and a management degree from the University of Mannheim. Before academia, Johannes worked as a management consultant with Booz & Company and as a radio news anchor.

Panelists:

Arun Shastri is a Global AI Leader & Managing Partner at ZS Consulting. He heads the firm's AI practice and drives the development of AI-powered products that deliver value to B2B and B2C clients across industries like healthcare, high-tech, and financial services. With extensive experience in classical and generative AI implementations, Arun has helped leading businesses gain lasting competitive advantages. He is a thought leader whose articles on the impact of AI in business regularly appear in Forbes, Harvard Business Review, and Information Week. Arun is also a co-author of an upcoming Harvard Business Review book on sales team management, focusing on digital competencies and AI integration in sales ecosystems. As a co-host of the "Reinventing Customer Experience" podcast, he engages with leaders from companies like Walmart and Goldman Sachs to explore personalized strategies powered by technology. Arun's innovative vision continues to shape how businesses leverage AI to transform customer engagement and operational efficiency.
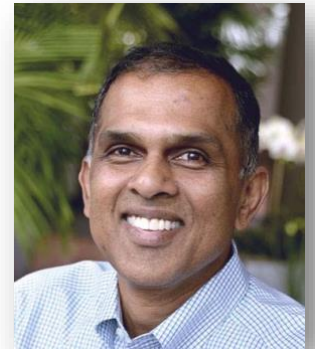
Salman Mukhtar is a Senior Director of Product Management, Autodesk. He is an entrepreneur and product leader with a passion for solving big problems and exploring uncharted territories to deliver compelling customer solutions. Over 17 years, he has built and led product teams that have created transformational innovations, including a premier B2C retail AI platform, industry-leading AI-enabled recommendation systems for B2B sales, the country's first digital public health system, and an industry-first product for freight procurement. Salman's expertise spans Product Management, Strategy, Applied AI, Digital Transformation, and New Business Models, with a focus on leveraging technology to drive impactful outcomes. He specializes in areas such as Big Data, Cloud Transformation, B2B Sales, and Data Monetization to develop scalable, data-driven solutions. A visionary leader, Salman thrives on crafting products that redefine industries and deliver measurable value. His experience extends to Marketing and Venture Capital, where he continues to push the boundaries of innovation and business growth.

Robert Reum is a Senior Director of Application Development at Service Corporation International. He is an accomplished executive driven by a mission to connect people with intelligent processes, tools, and technologies that accelerate performance and create lasting value. With a deep commitment to driving operational efficiencies, Robert has a proven track record of building foundational business processes and fostering cross-functional team alignment across enterprises. As part of the SCI family, North America's largest provider of funeral, cremation, and cemetery services, Robert helps lead a network of over 20,000 dedicated individuals who serve more than 300,000 families annually.

Jeevaka Kiriella leads Pfizer's Commercial Sales AI Team, driving the development and implementation of AI solutions for the sales force across 10+ brands and throughout the sales lifecycle, including pre-call planning, in-call experience, and post-call follow-up. He has spearheaded numerous innovations in targeting, detailing recommendations, sales channel orchestration, sales co-pilots, and post-call engagement. With deep expertise in data science, product management, digital transformation, and AI strategy, Jeevaka bridges advanced AI capabilities with commercial applications to enhance sales effectiveness globally.

3:45 – 5:15   Academic Presentations & Workshop – 2 Rooms (Topics Below)

Motivation & Performance Management
Presenters:

Mohsen Pourmasoudi is an Assistant Professor of Marketing at the Fowler College of Business, San Diego State University, specializing in quantitative approaches to improving sales performance. He earned his PhD in Business Administration with a focus on Marketing and Economics from the University of Houston in 2021. Recognized with honors such as the James M. Comer Award and the AMA Sales SIG Doctoral Dissertation Award (Runner-up), Mohsen is also a Fellow of prestigious consortia like the AMA-Sheth Foundation Doctoral Consortium. With a background in architectural engineering, he holds advanced degrees from the University of Tehran and the Iran University of Science & Technology.

Olivier Rubel is a Professor specializing in competitive strategy, game theory, and applied optimal control. His research focuses on optimizing resource allocation in marketing, particularly during crises like Ford's SUV rollover controversy and Mattel's product recalls, emphasizing how crisis characteristics influence strategy. His work has been published in Automatica and Advances in Dynamic Game Theory and presented at international conferences. A native of France, Rubel holds a master's in operations research from Université Paris–Dauphine and a Ph.D. from HEC Montreal, where he studied dual-marketing channels and competitive online marketing. He also authored a monograph for the French Ministry of Finance on Japan-China economic relations and previously taught at Purdue University.
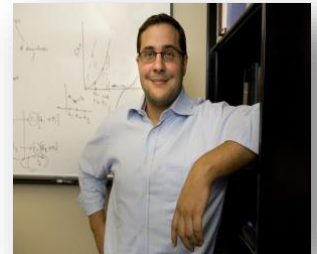
Bryan W. Hochstein is the Bromberg Family Endowed Professor of Marketing and Associate Professor at the University of Alabama, specializing in Customer Success Management, Ethics and Deviance, and Sales Management. A former sales executive with Time Warner Media, Bryan transitioned to academia after a 20-year career in sales. Known as the "Doctor of Customer Success Management," his research has been published in leading journals such as the Journal of Marketing and the Journal of the Academy of Marketing Science. He co-authored the textbook Marketing Strategy and leads the University of Alabama's Master-level Sales Leadership program, connecting students with industry partners to develop job-relevant skills. A recipient of numerous awards, including the AMA Outstanding Marketing Faculty Educator Award, Bryan is also a pilot, avid traveler, and classic BMW enthusiast.

Wellbeing

Presenters:

Rajesh Chandy is the Tony and Maureen Wheeler Chair in Entrepreneurship and Academic Director of the Wheeler Institute for Business and Development at London Business School, where he is also a Professor of Marketing. His research focuses on the intersection of business and development, with projects spanning micro-entrepreneurship in South Africa, innovative financing in Ghana, and the use of big data for development outcomes. A recipient of numerous prestigious awards, including the Mahajan Award for Lifetime Contributions to Marketing Strategy Research and the ISMS Gary Lilien Practice Prize, Chandy has been recognized for his impactful work in innovation and marketing. Described by Fortune as delivering "an unorthodox and bracing set of management principles," he has served as an advisor to global organizations and governments. Elected as a Fellow of the British Academy in 2018, Chandy holds a PhD from the University of Southern California.

Sandy Jap is the Sarah Beth Brown Endowed Professor of Marketing at Emory University's Goizueta Business School, specializing in strategic partnering, B2B management, distribution channels, and go-to-market strategies. Ranked among the top 2% of most-cited scholars globally, she has published extensively in top marketing and management journals. A recipient of numerous accolades, including the AMA Lifetime Achievement Award, she is an AMA, MSI, ISBM, and DSEF fellow. Sandy is a former Marketing Letters editor-in-chief and an MSI board member. She authored Partnering with the Frenemy and co-authored A Field Guide to Channel Strategy. Previously, she held faculty positions at MIT Sloan and Wharton. She earned her Ph.D. from the University of Florida.

Murali K. Mantrala is the Ned Fleming Professor at the University of Kansas School of Business and a senior research fellow at the Indian School of Business. A former manager at ZS Associates and regional sales manager at Sandoz Pharmaceuticals, his research spans retail pricing, sales force compensation, and two-sided platform strategies, earning awards like the Frank M. Bass Best Dissertation Paper Award and AMA Lifetime Achievement Awards in Sales and Retail Pricing. A former co-editor-in-chief of the Journal of Retailing, he has held prestigious roles, including chairing the AMA Sheth Foundation Doctoral Consortium and hosting the Inaugural Marketing Strategy Consortium. Murali holds a PhD from Northwestern University and an MBA from the University of Minnesota.

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Wednesday, June 18, 2025
Los Angeles – CA
8:00 – 5:00 PM

8:00 – 9:00   Breakfast

9:00 – 9:15   Welcome Remarks – Thomas Steenburg

Thomas J. Steenburgh is the Ralph Owen Dean and Professor of Marketing at Vanderbilt University, specializing in business-to-business marketing, sales force management, and entrepreneurial selling. His research, recognized with awards like the Neil Rackham Research Award and the Louis W. Stern Award, examines the effectiveness of sales and marketing strategies. A former faculty member at Harvard Business School and Darden School of Business, he co-founded the Thought Leadership on the Sales Profession conference. His work has been featured in Harvard Business Review, including the award-winning article "Motivating Salespeople: What Really Works." Steenburgh holds a PhD in Marketing from Yale and an MA in Statistics from the University of Michigan.

9:15 – 10:15   Fireside Chat – Future of Strategic Account Management

Moderator: **Thomas J. Steenburgh**

Speakers:

Gordon Galzerano is the President & CEO of the Strategic Account Management Association (SAMA). He is a highly accomplished business leader with over 30 years of experience in the IT industry, recognized for his ability to build thriving, inclusive cultures, optimize go-to-market strategies, and create customer-centric value. As the founder of Timberwilde Consulting Group, he brings a wealth of expertise to help organizations transform their sales and leadership practices. Before establishing his consulting firm, Gordon held key leadership roles at Cisco, where he played a pivotal role in developing and scaling Next-Generation Sales and Leadership programs that supported 20,000 sellers and sales managers globally.

Jim Ford is the CEO of the Solecta. He is a results-driven global business leader and change agent with a proven track record of driving large-scale improvements in top- and bottom-line performance. He is adept at defining strategic differentiation, navigating globalization, refining go-to-market strategies, and enhancing customer intimacy to boost growth, retention, and profitability. With deep expertise in P&L management, marketing, sales channel development, and general management, Jim has successfully led initiatives ranging from new business unit startups to managing large divisions within Fortune 500 companies in complex, technical industries.

10:30 – 11:00 Break

10:45 – 12:00 Plenary Panel – Challenges in Motivating and Incentivizing Sales Organizations

Moderator:

Erik Charles is the Chief Revenue Officer at Ohana Operators. He is a seasoned professional with over 30 years of experience in marketing, consulting, and solution evangelization, dedicated to bridging sales, marketing, and engineering to advance revenue and incentive management. He collaborates with partners, analysts, and academics to deliver integrated solutions in revenue intelligence, sales performance management, and employee motivation. Erik has a proven track record of launching and scaling new markets, products, and services, while aligning roles, responsibilities, and incentives with strategic and tactical goals to drive success.

Panelists:

Per Torgersen is a Senior Director at SalesGlobe, specializing in sales effectiveness consulting. With over 25 years of experience, he has led more than 100 engagements across industries, optimizing sales force structure, role design, and compensation strategies. A former Senior Engagement Manager at Deloitte and Associate Client Partner at Korn Ferry, he also has firsthand sales experience as an Account Manager at Baxter. A frequent speaker at World at Work's sales compensation conferences, Per holds an MBA from Northwestern University's Kellogg School of Management and a B.S. in Marketing from Pennsylvania State University.

Abde Tambawala is a Partner at Simon-Kucher, leading the San Francisco Bay Area practice with expertise in go-to-market (GTM) strategy, sales productivity optimization, and monetization. A results-driven leader, he specializes in developing and executing GTM strategies that drive profitable growth. Before joining Simon-Kucher, Abde served as Global Vice President of Revenue Strategy & Operations at Klaviyo, where he also led GTM operations. With a strong background in strategy, operations, and field enablement, he has built high-performing teams and led cross-functional initiatives to enhance business performance.

Maria Oczko-Canant is a Sales Compensation & Performance Executive with 15+ years of expertise in enabling high-growth organizations—both public and private—architecting scalable, innovative sales compensation programs, incentive strategies, and analytics that drive organizational success. She specializes in aligning global incentive compensation framework with business objectives, improving sales productivity, and reducing the cost of sales while empowering teams through world-class sales operations planning, and performance management.
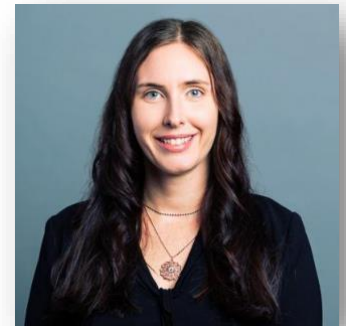
Seth Marrs is a Research Director at Forrester, specializing in AI-driven sales transformation, go-to-market strategies, and revenue operations. With over 20 years of experience leading sales, service, and marketing organizations, he has a proven track record of leveraging data, process, and technology to drive growth across industries. Prior to Forrester, he held senior leadership roles at Carl Zeiss Meditec and GE Healthcare, managing global sales operations and building high-impact teams. He also led sales and marketing for multiple private equity-backed companies ranging from $200 million to $1 billion in revenue. Seth holds an MBA from the University of Oxford, an MS in Data Science from Northwestern University, and degrees in marketing and finance from the University of La Verne.

12:00 – 1:30   Lunch

1:30 – 3:00   Academic Presentations – 3 Rooms (Topics below)

Sales Contest & Incentives
Presenters:

Nick Lee is a Professor of Marketing and Assistant Dean for Research Culture and Environment at Warwick Business School (WBS). He is the Co-Director of the Sales Excellence Hub, advancing personal selling and sales management through academic-industry collaboration. A leading UK sales researcher, Nick was the youngest marketing scholar to achieve a Full Professorship in 2009 and has been recognized with numerous honors, including Life Membership from the Academy of Marketing and the AMA Sales Management SIG Excellence in Research Award. His work, with over 12,300 citations, has appeared in top journals across business and behavioral sciences. Nick has held editorial leadership roles at the Journal of Personal Selling and Sales Management and the European Journal of Marketing. A regular media commentator, he has contributed to outlets like The Times, Forbes, and the Financial Times and serves as a strategic advisor to innovative sales organizations.

Raghuram Bommaraju is an Associate Professor of Marketing and Executive Director of the FPM Programme at the Indian School of Business (ISB). His research focuses on sales force management and the marketing-finance interface, with his work published in premier journals like the Journal of Marketing. His first dissertation essay received the Sales SIG Best Dissertation Award, and his second essay was featured as the lead article in the Journal of Marketing (January 2019). Raghuram holds a PhD in Marketing from the University of Houston, an MBA from XLRI Jamshedpur, and an MS in Quantitative Economics from the Indian Statistical Institute. Before academia, he worked in analytics and retail industries for four years.
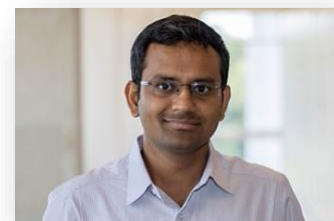
Martin Kramer is an Assistant Professor specializing in sales force effectiveness, incentives and motivation, servitization, and solution selling. His research focuses on designing strategies to motivate sales teams through monetary and non-monetary incentives, fostering customer engagement, and enhancing collaboration in complex sales environments. Martin also examines how emerging trends shape sales competencies and the profession's future. Holding a Doctorate in Marketing and degrees in Management and Economics from the University of Bochum, Germany, he has been recognized with the AMA Organizational Frontlines Young Scholar Research Competition award and the IMU Research for Practice Award for his practitioner-relevant doctoral dissertation.

Culture & Compensation

Presenters:

Daniel G. Bachrach is the Robert C. and Rosa P. Morrow Faculty Excellence Fellow at the Culverhouse College of Commerce, University of Alabama. His research focuses on organizational citizenship behavior, transactive memory systems, and dynamic managerial capabilities, with over 40 publications in top journals including Strategic Management Journal, Organization Science, and Journal of Applied Psychology. He serves on editorial boards for leading journals such as the Academy of Management Journal and Organizational Behavior and Human Decision Processes. A co-author of five books, including Transformative Selling and Management (13th Edition), Daniel is ranked among the most cited scholars in management. He holds a Ph.D. from Indiana University, an M.S. in Industrial-Organizational Psychology from the University of Wisconsin, Oshkosh.

Ryan Mullins is the J. Daniel and Nancy Garrison Distinguished Professor of Sales, Professor of Marketing, and Executive Director of the Sales Innovation Program at Clemson University. His research focuses on sales force management, marketing strategy, and improving performance at the firm, team, and individual levels, with work published in leading journals such as the Journal of Marketing and Journal of the Academy of Marketing Science. An award-winning scholar, Ryan has received honors like the AMA Sales SIG Excellence in Research Award and the James M. Comer Award for Sales Management Theory. He also co-authored the widely used textbook Professional Selling and actively integrates his industry collaborations into his teaching. Ryan leads Clemson's Sales Innovation Program, engaging with industry leaders to address recruitment, training, and performance challenges.

Rob Waiser is an Assistant Professor of Marketing at the University of Kansas, specializing in sales management, incentive compensation, and managerial decision-making under constraints. His research employs analytical models and economic experiments to explore firm behavior, focusing on topics like game theory and agency theory. Before academia, Rob spent nine years as a management consultant with ZS Associates, advising over 40 organizations on sales and marketing management issues. He previously served as an assistant professor at London Business School and holds a PhD in Marketing from the University of Toronto and a Bachelor of Mathematics in Statistics and Optimization from the University of Waterloo.
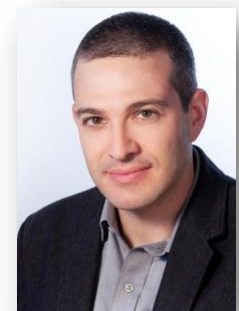
Information & Analytics

Presenters:

Mrinal Ghosh is the Gary M. Munsinger Endowed Chair in Entrepreneurship & Innovation at the Eller College of Management, University of Arizona. His expertise includes business models in technological markets, marketing channels, salesforce design, and healthcare marketing. He earned his PhD in Marketing from the University of Minnesota and has held faculty positions at the Ross School of Business, University of Michigan. His award-winning research, published in top journals like the Journal of Marketing and Strategic Management Journal, spans topics such as pricing strategies, contract design, and product-form strategy. Ghosh also teaches courses in marketing strategy, business-to-business marketing, and healthcare marketing at undergraduate, MBA, and PhD levels.

Scott B. Friend is the Lucille M. Schaefer and Norman M. Schaefer Endowed Chair in Marketing at the University of Dayton. His research focuses on sales and sales force management, including buyer-seller relationships, sales performance, and key account management, with publications in leading journals like the Journal of the Academy of Marketing Science and the Journal of Service Research. He specializes in Professional Selling, Sales Force Management, CRM, and B2B Marketing. Previously, Scott held academic roles at Miami University and the University of Nebraska-Lincoln, where he also served as Assistant Director of the Center for Sales Excellence. He earned his Ph.D. and M.S. in Marketing from Georgia State University and a bachelor's degree in marketing from the University of Georgia.

Jan Wieseke is a Professor of Sales Management and Chair of the Sales Management Department at Ruhr-University Bochum, where he initiated and leads the first master's program in Sales Management. His expertise lies in sales strategy, profitability optimization, and innovative business models, as reflected in his books such as The Sales Profit Chain and SALESTEGY. He serves as a Visiting Professor at ESMT Berlin and Loughborough University. Dr. Wieseke holds a Habilitation in Business Administration from the University of Mannheim and a Ph.D. from The Philipp University of Marburg. With over 18 years at Ruhr-University Bochum, he continues to shape sales management research and education.

3:00 – 3:30   Break

3:30 – 5:00   Academic Presentations – 3 Rooms (Topics below)

Technology & AI

Presenters:

James C. Reeder, III is an Assistant Professor of Marketing at the KU School of Business. His research explores the impact of sales promotions and personal selling interventions on B2C and B2B transactions, utilizing advanced techniques in causal inference, structural modeling, and machine learning. His work has been published in top journals like Marketing Science and Management Science. James earned his Ph.D., M.S. in Applied Economics and Statistics, and MBA in Marketing and Strategy from the University of Rochester and previously served at Purdue University's Daniels School of Business. His expertise also extends to digital promotions and generative AI.

Richard G. McFarland is a Full Professor of Marketing at ESSEC Business School, Paris, France. His research focuses on inter-organizational relationships, marketing strategies, trust, emotional intelligence in sales, and persuasion in B2B contexts. His work has been published in leading journals such as the Journal of Marketing and Journal of the Academy of Marketing Science. Richard has earned accolades like the Louis Stern Award for impactful inter-organizational research and the James M. Comer Award for contributions to sales management theory. Previously, he held the L.L. McAninch Endowed Chair at Kansas State University and served at West Virginia University. He holds a Ph.D. in Marketing from Georgia Institute of Technology, an MBA from the University of Arizona, and a B.A. in Economics from the University of

Colleen McClure is an Assistant Professor of Marketing at the University of Alabama at Birmingham's Collat School of Business. She earned her doctorate in Marketing from Oklahoma State University in 2022. Her academic focus includes business management, marketing, and tourism, and she actively engages in research and collaboration within these fields. Colleen has been with UAB since August 2022, contributing to the Marketing, Industrial Distribution, and Economics department.

Strategic B2B Sales Approaches
Presenters:

Andrew Crecelius is an Associate Professor of Marketing at the Ivy College of Business at Iowa State University. His research focuses on marketing strategy, B2B marketing, and the accountability of relationship management strategies, with recent work exploring digital marketing, e-commerce, and livestreaming. Published in leading journals like Journal of Marketing and Journal of Marketing Research, Andrew has received multiple grants from the Marketing Science Institute and awards such as the AMA Sales SIG Excellence in Research Award. He has developed innovative courses in Sales Enablement and PhD seminars in empirical modeling, equipping students with essential skills in analytics and CRM tools. Andrew holds a Ph.D. and MBA in Marketing from the University of Missouri and a BBA in Finance from the University of Notre Dame.
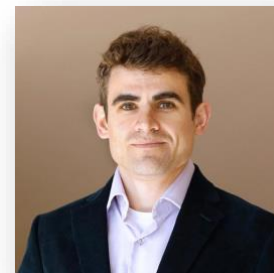
Nathaniel Hartmann is an Associate Professor and Research Fellow in the School of Marketing and Innovation at the University of South Florida, where he also serves as a senior researcher for the Center for Marketing and Sales Innovation. His research focuses on sales force effectiveness, exploring topics like salesperson performance, turnover, compensation, training, and virtual selling. His work has been published in leading journals such as Journal of Marketing and Journal of the Academy of Marketing Science. A recipient of the Shelby D. Hunt/Harold H. Maynard Award for significant contributions to marketing theory, he is recognized as an emerging leader in sales research. Hartmann earned his Ph.D. and MBA from Purdue University.

Stephan Volpers is an Assistant Professor in the Department of Marketing at HEC Montréal. His expertise includes B2B marketing, business development, relationship marketing, personal selling, sales management, and new product launches. Stephan holds a Ph.D. in Business Administration with a Marketing emphasis, as well as degrees in Applied Mathematics, Practical Computer Science, and International Management. His academic background includes studies at Justus-Liebig University and South Westphalia University of Applied Sciences. Stephan focuses on bridging academic insights with practical applications in sales and marketing.
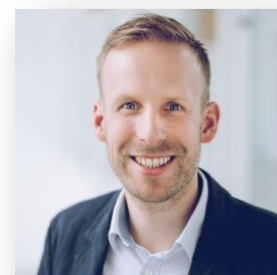
Irene Nahm is an Assistant Professor of Marketing at the Carlson School of Management, University of Minnesota. Her research focuses on sales force management, multichannel strategy, and business-to-business (B2B) markets, applying rigorous empirical methods to address key managerial challenges. Her published work, including in the Journal of Marketing Research, explores topics such as sales performance dynamics and digital channel extensions in B2B contexts. Irene has received several accolades, including the AMS Mary Kay Doctoral Dissertation Award and the Sales SIG Dissertation Award, and was a finalist for the ISBM Doctoral Award. She holds a Ph.D. in Marketing from the University of Houston, an M.S. in Marketing from Seoul National University.

Special Session – Sales Management in Latin-America
Presenters:

Jorge Bullemore is a Part-Time Professor in Marketing and Services at ESE Business School, Universidad de los Andes, and the Executive Director of Bullemore Sales Consulting. A representative for Latin America of the Global Sales Science Institute, he has conducted post-doctoral research at the University of Houston and served as a Visiting Scholar at the University of Texas at Arlington. Jorge is a member of organizations such as the AMA, Sales Management Association, and Academy of Marketing Science and serves on the editorial boards of prominent academic journals. Author of the book Dirección Comercial y Ventas: Reflexiones desde la Experiencia (2018), his research has been published in journals like Journal of International Marketing and Journal of Consumer Marketing. With extensive experience as a consultant and educator across Latin America, Jorge has held leadership roles in companies like Inversiones Security, LarrainVial, and AFP Habitat.

Martha Rivera Pesquera is a Professor in Marketing at IPADE Business School and a member of the Council for the Center for Research on Women in Senior Management (CIMAD). She holds a Ph.D. in Economic and Business Sciences with a focus on Marketing from IESE Business School, an MBA from IPADE, and a degree in Biochemical Engineering from ITESM. With expertise in marketing strategy, salesforce management, digital marketing, and entrepreneurial selling, she is the author of books such as Entrepreneurial Selling and Re-Evolución Digital. Martha has extensive leadership experience, including consulting for top companies, managing marketing and strategy projects, and serving on boards in various sectors. She has been a visiting professor at institutions like Babson College, IESE, and INALDE, and is a member of the Marketing Science Institute and AMA. Her research interests include e-commerce, experiential marketing, multichannel strategy, and women in leadership.

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Renato Fernandes is a Brazilian Professor of Marketing and Sales with 20 years of experience in the sales field. Since 2015, he has been a full-time faculty member at ISE Business School, where he teaches Negotiation, Communication, and Sales to executives and EMBA students. Renato earned his bachelor's degree in Social Communication in 2004 and completed a master's degree with honors in 2018, supported by ISE Business School. Passionate about enabling business growth through sales, he has trained and mentored numerous Brazilian companies to achieve sustained success. Currently pursuing a D.B.A., his research focuses on scaleup ecosystems, exploring how growth-driven interventions can promote socio-economic prosperity, wealth creation, and well-being.

Carla Ramos is an Associate Professor of Marketing at the Insper Institute of Education and Research in São Paulo, Brazil. She holds a Ph.D. in Marketing from the University of Bath and an MSc in Management with a specialization in Marketing from the University of Porto. Carla has been a Post-Doctoral Research Fellow with the IMP Group at Manchester Business School, focusing on industrial networks and B2B marketing. Her research spans B2B marketing, sales force management, services marketing, social networks, and entrepreneurship, with publications in leading journals such as the International Journal of Research in Marketing, Industrial Marketing Management, and Journal of Personal Selling and Sales Management.
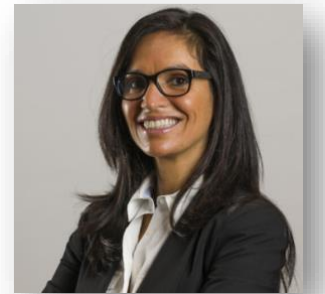
Danny P. Claro is a Professor of Marketing at Insper School of Business and the Leader of the Center for Marketing Analytics. He earned his Ph.D. in Business Administration from Wageningen University in the Netherlands and holds an engineering bachelor's and MSc degree in Business from UFLA. His research focuses on marketing relationships, analytics, and channels, with over 50 publications in prestigious journals such as the Journal of Marketing, Journal of the Academy of Marketing Science, and Journal of Retailing. His expertise spans marketing management, sales management, sales networks, and relationship marketing.
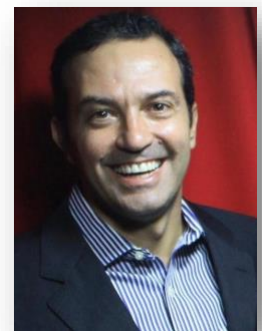
Gabriel Gonzalez is an Associate Professor of Marketing at the Fowler College of Business, San Diego State University. His expertise includes customer relationship management, sales management, and social networks in marketing. His research has been published in leading journals such as the Journal of Marketing, Journal of the Academy of Marketing Science, and International Journal of Research in Marketing. Gabriel earned his Ph.D. in Marketing from Arizona State University, his MBA from Claremont Graduate University, and his BS from California State Polytechnic University.

Belén Bande is a Professor of Marketing at University of Santiago de Compostela (USC), Spain. She holds a PhD in Business Administration with a focus on Sales Management from USC and a Bachelor of Law and a Bachelor of Business Administration from ICADE University, Madrid. Her research interests cover sales management and ethics, digitalization of the salesforce, and CSR. Her work has been published in leading journals such as the Industrial Marketing Management, European Journal of Marketing, and Journal of Business Research. She has been a visiting scholar at the University of Maastricht, the University of Navarra-IESE, and Boston University.

Day -1 Academic Presentations – 3:45 to 5:15 PM

Track 1 (Room -1) – Motivation & Performance Management
Moderator:

The Great Return: Unveiling the Impact of Return to Office on Employee Performance
Mohsen Pourmasoudi, San Diago State University

Managing Conflicts between Marketing and Sales: Customer Acquisition in Business Markets
Olivier Rubel, University of California Davis

Sales Readiness
Bryan Hochstein, University of Alabama

Insights Panel:

Track 2 (Room -2) – Wellbeing
Moderator:

How Does Selling Change the Salesperson?
Rajesh Chandy, London Business School

How Do Direct Sellers Do It?
Sandy D. Jap, Emory University

Quantifying the Effect of Stress on Salesperson Performance: The Case of Daylight Savings Time
Murali Mantrala, University of Kansas

Insights Panel:

Day -2 Academic Presentations – 1:30 to 3:00 PM

<u>Track 1 (Room -1) – Sales Content & Incentives</u>
Moderator:

The Dynamics of Ranking in the Competitive System
<u>Nick Lee</u>, University of Warwick

Sales Contests for New Products: Outcome vs. Activity Metrics
<u>Raghu Bommaraju</u>, Indian School of Business

Status Awards in Sales: When and How Do They Affect Performance
<u>Martin Kraemer</u>, University of Houston

Insights Panel:

<u>Track 2 (Room -2) – Information & Analytics</u>
Moderator:

The Value of "Unique" Agent Information on Customer Decision & Welfare: Evidence from the US Crop Insurance Market
<u>Mrinal Ghosh</u>, University of Arizona

Customer Pre-Decision Language
<u>Scott Friend</u>, University of Dayton

Combining Customer Segmentation and Prioritization
<u>Jan Wieseke</u>, Ruhr Universität Bochum

Insights Panel:

Track 3 (Room -3) – Culture & Compensation
Moderator:

Organizational Culture and Sales
Daniel Bachrach, University of Alabama

Performance-Based Resource Allocation in Sales
Rob Waiser, University of Kansas

Sales Compensation Shrouding: The Impact of Pay Outcome Communication on New Hire Pay Preferences
Ryan Mullins, Clemson University

Insights Panel:

Day -2 Academic Presentations – 3:30 to 5:00 PM

Track 1 (Room -1) – Technology & AI
Moderator:

Is There Value in Unstructured CRM Data? Unreliable Narrators and Large Language Models
James Reeder, University of Kansas

Communication Intelligence in Professional Selling: A Conceptual Framework for the use of AI in Sales: State of the Art, Critical Gaps, Research Directions, and Managerial Recommendations
Richard G. McFarland, ESSEC Business School

Active Listening in Sales Prospecting Interactions
Colleen McClure, University of Alabama at Birmingham

Insights Panel:

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Track 2 (Room -2) – Strategic B2B Sales Approaches
Moderator:

Don't hang up! Managing social distance in initial sales interactions
Andrew Crecelius, Iowa State University

Bottom-up B2B Sales: Transforming B2B Sales with an End-User-First Approach
Nathaniel Hartmann, University of South Florida

From Innovations to Market Success: The Influence of Customer Relationships on Salespeople's Selling Efforts
Stephan Volpers, HEC Montréal

Managing the Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets: Evidence from Hurricane Harvey
Irene Nahm, University of Minnesota

Insights Panel:

Special Session (Room -3) – Sales Management in Latin-America
Moderator: Jorge Bullemore, ESE Business School

Leveraging AI-Driven Marketing & Sales Tools for Latin American B2B SMEs Using the TRAM Model with Cultural Comparisons
Jorge Bullemore (ESE Business School), Martha Rivera-Pesquera (IPADE Business School)

Entrepreneurial Selling Orientation: Bridging the Gap Between Effectuation Theory and Entrepreneurial Practice in Latin America
Renato Fernandes, ISE Business School

A Temporal Perspective on the Effectiveness of IS/OS Sales Teams: Curvilinear Dynamics and the Critical Role of Breaks
Carla Ramos (INSPER), Danny Claro (INSPER), Gabriel Gonzalez (SDSU)

Sales Under Pressure: How Techno-Overload and Cultural Indulgence Drive Unethical Pro-Organizational Behavior
Belén Bande (Universidad de Santiago de Compostela), Jorge Bullemore (ESE Business School)

Insights Panel: