

THE THOUGHT LEADERSHIP ON THE SALES PROFESSION CONFERENCE AGENDA | Jun 17-18, 2025

UCLA Anderson School of Management, 110 Westwood Plaza, Los Angeles, CA

Tuesday, Jun 17, 2025 12:00 noon-7:00pm	
12:00-1:00pm	REGISTRATION - Atrium of Cornell Hall, D Building
1:00-1:15pm	WELCOMING REMARKS - Crown Auditorium - Marion Anderson Hall, G Building Michael Ahearne, University of Houston Andres Terech, University of California Los Angeles (UCLA)
1:15-2:00pm	KEYNOTE - Crown Auditorium, Marion Anderson Hall, G Building <i>Keynote - AI and the Workforce: Adapting to a New Era of Technology</i> Speaker: Ramesh Srinivasan, Professor & Founder Digital Cultures Lab, UCLA
2:00-2:30pm	BREAK - Atrium of Cornell Hall, D Building
2:30-3:00pm	KEYNOTE II - Crown Auditorium, Marion Anderson Hall, G Building <i>Impact of AI on Sales</i> Speaker: Arun Shastri, Global AI Leader & Managing Partner, ZS Consulting
3:00-4:00pm	PANEL DISCUSSION - Crown Auditorium, Marion Anderson Hall, G Building <i>Implementing AI for Success in the Sales Organization</i> Moderator: Johannes Habel, University of Houston Salman Mukhtar, Senior Director of Product Management, Autodesk Arun Shastri, Global AI Leader & Managing Partner, ZS Consulting Robert Reum, Senior Director of Application Development, Service Corporation International
4:00-5:30pm	ACADEMIC PRESENTATIONS - Classrooms D301 and D313, Cornell Hall, D Building <i>See next two pages for afternoon breakout sessions</i>
5:30-7:00pm	Cocktail and Hors d'oeuvres Reception - North Terrace

Wednesday, Jun 18, 2025 8:00am-5:00pm	
8:00-9:00am	BREAKFAST - Executive Dining Hall, Gold Hall, B Building
9:00-9:15am	WELCOMING REMARKS - Crown Auditorium - Marion Anderson Hall, G Building Randolph Bucklin, University of California Los Angeles (UCLA)
9:15-9:45am	KEYNOTE III - Crown Auditorium - Marion Anderson Hall, G Building <i>Strategic Account Management - New Directions and Insights</i> Speaker: Gordon Galzerano, President & CEO, SAMA
9:45-10:30am	PANEL DISCUSSION - Crown Auditorium - Marion Anderson Hall, G Building <i>Future of Strategic Account Management</i> Moderator: Tom Steenburgh, Vanderbilt University Speaker: Gordon Galzerano, President & CEO, SAMA Jim Ford, CEO, Solecta, Chair of the Board of Directors, SAMA Brad Weintraub, SVP, Global Strategic Accounts Program, AVI-SPL
10:30-11:00am	BREAK - Atrium of Cornell Hall, D Building
10:45-12:00pm	PLENARY PANEL - Crown Auditorium - Marion Anderson Hall, G Building <i>Challenges in Motivating and Incentivizing Sales Organizations</i> Moderator: Erik Charles, Chief Revenue Officer, Ohana Operators Maria Oczko-Canant, VP of Sales Compensation and Planning, HP Per Torgersen, Senior Director, SalesGlobe Abde Tambawala, Partner, Simon-Kucher Seth Marrs, Research Director, Forrester
12:00-1:30pm	LUNCH - Executive Dining Hall, Gold Hall, B Building
1:30-3:00pm	ACADEMIC PRESENTATIONS - Classrooms D301 and D313, Crown Auditorium <i>See next two pages for afternoon breakout sessions</i>
3:00-3:30pm	BREAK - Atrium of Cornell Hall, D Building
3:30-5:00pm	ACADEMIC PRESENTATIONS - Classrooms D301 and D313, Crown Auditorium <i>See next two pages for afternoon breakout sessions</i>

Our Sponsors



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TIME	Classroom D301, Cornell Hall, D Building	Classroom D313, Cornell Hall, D Building	Room #3
4:00-5:30pm	<p>MOTIVATION & PERFORMANCE MANAGEMENT</p> <p>Moderator: James Lattin, Stanford University</p> <p><i>The Great Return: Unveiling the Impact of Return to Office on Employee Performance</i>, Mohsen Pourmasoudi, San Diego State University</p> <p><i>Managing Conflicts between Marketing and Sales: Customer Acquisition in Business Markets</i>, Olivier Rubel, University of California Davis</p> <p><i>Sales Readiness</i>, Bryan Hochstein, University of Alabama</p> <p>Insights Panel:</p> <p>Mark Hosbein, Magid</p> <p>Ilkka Lipasti, ABB Group</p> <p>Detelina Marinova, University of Missouri</p>	<p>WELLBEING</p> <p>Moderator: Dominique Rouzies, HEC Paris</p> <p><i>How Does Selling Change the Salesperson?</i>, Rajesh Chandy, London Business School</p> <p><i>How Do Direct Sellers Do It?</i>, Sandy D. Jap, Emory University</p> <p><i>Quantifying the Effect of Stress on Salesperson Performance: The Case of Daylight Savings Time</i>, Murali Mantrala, University of Kansas</p> <p>Insights Panel:</p> <p>Maggie Rios, Atlas Copco</p> <p>Andrew Robinson, DEHN Inc</p> <p>Shankar Ganesan, University of Notre Dame</p>	N/A

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TIME	Classroom D301, Cornell Hall, D Building	Classroom D313, Cornell Hall, D Building	Crown Auditorium, Marion Anderson Hall, G Building
1:30-3:00pm	<p>SALES CONTEST & INCENTIVES Moderator: Vamsi Kanuri, University of Notre Dame</p> <p><i>The Dynamics of Ranking in the Competitive System</i>, Nick Lee, University of Warwick</p> <p><i>Sales Contests for New Products: Outcome vs. Activity Metrics</i>, Raghu Bommaraju, Indian School of Business</p> <p><i>Status Awards in Sales: When and How Do They Affect Performance</i>, Martin Kraemer, University of Houston</p> <p>Insights Panel: Erik Charles, Ohana Capital and Operators Neal Mukherjee, Atlas Copco Jagmohan Raju, University of Pennsylvania</p>	<p>INFORMATION & ANALYTICS Moderator: Ajay Kohli, Georgia Institute of Technology</p> <p><i>The Value of “Unique” Agent Information on Customer Decision & Welfare: Evidence from the US Crop Insurance Market</i>, Mrinal Ghosh, University of Arizona</p> <p><i>Customer Pre-Decision Language</i>, Scott Friend, University of Dayton</p> <p><i>Combining Customer Segmentation and Prioritization</i>, Jonas Ruebertus, Ruhr Universität Bochum</p> <p>Insights Panel: Mark Londre, ABB Group Kimberly Spataro, Crown Castle Nawar Chaker, Louisiana State University</p>	<p>CULTURE & COMPENSATION Moderator: Adam Rapp, Ohio University</p> <p><i>Organizational Culture and Sales</i>, Bryan Hochstein, University of Alabama</p> <p><i>Performance-Based Resource Allocation in Sales</i>, Rob Waiser, University of Kansas</p> <p><i>Sales Compensation Shrouding: The Impact of Pay Outcome Communication on New Hire Pay Preferences</i>, Ryan Mullins, Clemson University</p> <p>Insights Panel: Daniel Dammerman, LogicMonitor Randy Webb, University of Houston Brian Murtha, University of Kentucky</p>
3:00-3:30pm	BREAK - Atrium of Cornell Hall, D Building		
3:30-5:00pm	<p>TECHNOLOGY & AI Moderator: Zach Hall, Texas Christian University</p> <p><i>Is There Value in Unstructured CRM Data? Unreliable Narrators and Large Language Models</i>, James Reeder, University of Kansas</p> <p><i>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</i>, Richard G. McFarland, ESSEC Business School</p> <p><i>Communicating Social Closeness-Distance in B2B Sales Lead Calling Interactions: The Role of Linguistic and Paralinguistic Formality</i>, Colleen McClure, University of Alabama at Birmingham</p> <p>Insights Panel: Yara Suki, University of Houston Benjami Cohen, Proton.ai Jagdip Singh, Case Western Reserve University</p>	<p>STRATEGIC B2B SALES APPROACHES Moderator: Olaf Ploetner, ESMT Berlin</p> <p><i>Don't hang up! Managing social distance in initial sales interactions</i>, Andrew Crecelius, Iowa State University</p> <p><i>Bottom-up B2B Sales: Transforming B2B Sales with an End-User-First Approach</i>, Nathaniel Hartmann, University of South Florida</p> <p><i>From Innovations to Market Success: The Influence of Customer Relationships on Salespeople's Selling Efforts</i>, Stephan Volpers, HEC Montréal</p> <p><i>Managing the Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets: Evidence from Hurricane Harvey</i>, Irene Nahm, University of Minnesota</p> <p>Insights Panel: Chuck Cohen, Benco Dental Company AndersonHirst, Selling Interactions William Cron, Texas Christian University</p>	<p>SPECIAL SESSION - SALES MANAGEMENT IN LATIN-AMERICA Moderator: Jorge Bullemore, ESE Business School</p> <p><i>Leveraging AI-Driven Marketing & Sales Tools for Latin American B2B SMEs Using the TRAM Model with Cultural Comparisons</i>, Jorge Bullemore (ESE Business School), Martha Rivera-Pesquera (IPADE Business School)</p> <p><i>Entrepreneurial Selling Orientation: Bridging the Gap Between Effectuation Theory and Entrepreneurial Practice in Latin America</i>, Renato Fernandes, ISE Business School</p> <p><i>A Temporal Perspective on the Effectiveness of IS/OS Sales Teams: Curvilinear Dynamics and the Critical Role of Breaks</i>, Carla Ramos (INSPIER), Danny Claro (INSPIER), Gabriel Gonzalez (SDSU)</p> <p><i>Sales Under Pressure: How Techno-Overload and Cultural Indulgence Drive Unethical Pro-Organizational Behavior</i>, Belén Bande (Universidad de Santiago de Compostela), Jorge Bullemore (ESE Business School)</p>