|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **W i l l y B o l a n d e r** | | | | | |
| University of Houston  Department of Marketing & Entrepreneurship  Suite 334, Melcher Hall  4800 Calhoun Road  Houston, TX 77204-6021 | | Cell:  Office:  Fax:  Email:  Web: | (404) 583-8762  (713) 743-4577  (713) 743-4572  wcbolander@gmail.com  www.bauer.uh.edu/wbolander | | |
| **EDUCATION** | | | | | |
| Ph.D. Marketing (Management Minor) expected Spring 2011 – ***University of Houston, Houston, TX.***  Bachelors of Business Administration *(magna cum laude)* – ***Kennesaw State University, Atlanta, GA****.* | | | | | |
| **RESEARCH**  ***Research Interests***   * **Interpersonal Influence in Selling and Sales Management** * **Organizational Change and Marketing Strategy Implementation**   ***Articles in Refereed Journals***  “Why Are Some Salespeople Better At Adapting to Organizational Change?,” with Michael Ahearne, Son  K. Lam, and John Mathieu, **Journal of Marketing**, 74 (3), 2010, 65-79.  Given that organizational change efforts are often won or lost in the front-lines, salespeople are constantly called upon to perform in the face of change. This study empirically examines the longitudinal influences of salespeople’s goal orientations (learning and performance) on performance trajectories during a planned intervention in order to understand why some salespeople are better at adapting to change than others.  **\*This study was also featured as a “Research Brief” in Academy of Management Perspectives, August 2010.**  “Managing the Drivers of Organizational Commitment and Salesperson Effort: An Application of Meyer and Allen’s Three-Component Model,” with Frank Fu and Eli Jones, **Journal of Marketing Theory and Practice**, 17 (4), 2009, 335-350.  Organizational commitment (OC) has been established as an important job attitude, yet managers lack knowledge of what they can do to influence OC, and what types of OC are actually useful in driving salesperson effort. This study decomposes OC into its components and finds that OC based on a salesperson’s intrinsic values (normative commitment) does not drive effort, but OC that stems from excitement and emotion (affective commitment) does.  “Product Innovativeness, Customer Newness, and New Product Performance: A Time-Lagged Examination of the Impact of Salesperson Selling Intentions on New Product Performance,” with Frank Fu and Eli Jones, **Journal of Personal Selling and Sales Management***,* 28 (4), 2008, 351-364.  New product development represents an area of intense corporate investment and the sales force plays a key role in the success of new product launches. This study examines the impact of characteristics of the new product and of the customer on salespeople’s new product selling intentions and the eventual product performance. Results suggest that salespeople’s selling intentions are a key driver of new product success.  ***Work in Progress***  Currently collecting and analyzing data for a variety of projects looking at strategy implementation, interpersonal influence, the relationship between sales and marketing, how salespeople cope with failure, and customers’ interactions with salespeople.  ***Academic Conference Presentations***   * “Salesperson Goal Orientations as Determinants of Adaptation to Organizational Change” with Michael Ahearne, Son K. Lam, and John Mathieu.   + Presented at the 27th Annual University of Houston Marketing Ph.D. Symposium, 2009.   + Presented at the AMA Winter Educators Conference 2009, Sales & Rel. Marketing Track. | | | | | |
| **DISSERTATION**  **“Influencing Key Account Strategy Implementation: Considering the Simultaneous Impact of Push and Pull-Through Over Time”**  ***Committee:*** Michael Ahearne (chair), Rex Du, Ye Hu, and Jim Phillips.  ***Proposal successfully defended June 11, 2010.***  ***Survey data collection finalized, continuing to collect effort and performance data through Dec. 2010.***  ***Abstract:***  Recent survey results indicate that between 1989 and 1997 the number of firms classifying customers as key accounts (KAs) more than doubled. Across these firms, nearly 15% reported that KA customers accounted for more than 50% of their revenues. The possible implications of such revenue dependency are obvious and the topic of key account management (KAM) has captured the interest of academic scholars. However, most of the papers published on KAs are conceptual frameworks and all of the existing empirical studies approach KA research from a macro-perspective (e.g., what makes a good KA, what are important areas of fit between the buying and selling organization, how does KAM relate to switching costs, etc.).  This dissertation takes a micro-approach and probes deep into the world of the KA manager by examining how KA managers simultaneously influence individuals within both the KA customer and the selling firm, despite not having the authority to direct these individuals. Furthermore, this dissertation focuses on whether a KA manager should focus influence effort on individuals within his/her own firm (i.e., pull-through strategy) or on individuals at the buying firm (i.e., push strategy) and on the dynamic interdependencies that arise between these two strategies over time. | | | | | |
| **TEACHING INTERESTS** | | | | | |
| **Marketing and Sales Topics**  Selling (Advanced and Basic), Sales Management, Marketing Strategy, Business-to-Business Marketing, Branding, and Customer Relationship Management. | | | | | |
| **TEACHING EXPERIENCE** | | | | | |
| **MARK 4373 – Advanced Professional Selling**  Fall 2008 (teaching rating 4.86/5.00 or 93.2 percentile), Spring 2009 (teaching rating 4.7/5.00 or 72 percentile), Fall 2009 (teaching rating 4.9/5.00 or 99 percentile), Spring 2010 (teaching rating 4.72/5.00, 78.2 percentile), Fall 2010 (teaching rating pending).  **MARK 7397 – MBA Sales Leadership, co-taught with Prof. Carl Herman**  Spring 2010 (joint teaching rating 4.8/5.00).  **MARK 3337 – Professional Selling**  Summer 2009 (teaching rating 4.73/5.00 or 100 percentile), Summer 2010 (teaching rating 4.82/5.00, 92.8 percentile), Winter 2011 (teaching rating pending).  **Teaching-Related Service**   * Time Management Curriculum   + Developed lecture/discussion slides and several exercises related to time management skills. This was initially used in an Executive Education class, but I later adapted the material to be used in all sections of Advanced Professional Selling (MARK 4373). * Coaching for the National Collegiate Sales Competition (NCSC)   + Co-coached students for several weeks in preparation for the NCSC in Atlanta, GA. I primarily aided the students in their planning and role play drills. I also accompanied the students to the competition (2009 and 2010) to provide support. | | | | | |
| **AWARDS/HONORS** | | | | | |
| * University of Houston Graduate Teaching Excellence Award – 2009-2010 academic year. * Co-coached the University of Houston’s National Collegiate Sales Competition (NCSC) team   + Finished in the top ten (out of approximately 60 schools) in terms of team score – Spring 2010. * Program for Excellence in Selling Teaching Award – Spring 2009. * Program for Excellence in Selling Sponsorship Competition – Spring 2009, Spring 2010.   + For leading the Advanced Professional Selling class with the highest sponsorship sales. * University of Houston Annual Marketing Ph.D. Symposium Presenter – Spring 2009. * University of Houston Departmental Commendation for Outstanding Teaching Performance – Fall 2008, Summer 2009, Fall 2009. * Intellinet Award for Sales Excellence – December 2006.   + For outstanding academic and professional achievement in personal selling. | | | | | |
| **PROFESSIONAL ACTIVITIES** | | | | | |
| ***Reviewing***   * Ad Hoc Reviewer,Journal of Personal Selling & Sales Management, 2010 – present.   ***Membership in Professional Organizations***   * American Marketing Association * Academy of Marketing Science | | | | | |
| **INDUSTRY EXPERIENCE** | | | | | |
| Stanley Dean & Associates – Atlanta, GA  * Employed as Client Development Mgr. (i.e., sales and client strategies) from August 2004 – May 2007.  CheapOwl.com – Atlanta, GA  * Acted as owner/developer of an affiliate based textbook website from May 2006 – October 2006.  Jim Liufau State Farm Insurance Agency – Destin, FL  * Employed in life insurance and financial services marketing from October 2003 – February 2004.  AA Global Benefits Services – Fort Walton Beach, FL  * Sold life insurance from October 2001 – October 2003. | | | | | |
| **PERSONAL DETAILS** | | | | | |
| **Family**   * Married with three children.   **Activities/Hobbies**   * Musician – guitar and bass.   + Hundreds of live performances at various venues throughout the southeast U.S.   + Co-composed, recorded, and self-released three albums with two different bands.   + Appeared as a guest on a handful of additional recordings. | | | | | |
| **REFERENCES** | | | | | |
|  | | | | | |
| **Michael Ahearne**  Professor of Marketing and Executive Director, Sales Excellence Institute Department of Marketing  C.T. Bauer College of Business  University of Houston 334 Melcher Hall,  Houston, TX 77204 Phone:   713-743-4155  Email: mahearne@uh.edu | **Edward Blair**  Professor of Marketing and Department Chair  Department of Marketing  C.T. Bauer College of Business  University of Houston  334 Melcher Hall,  Houston, TX 77204  Phone: 713-743-4565  Email: blair@uh.edu | | | **Ye Hu**  Assistant Professor of Marketing  Department of Marketing  C.T. Bauer College of Business  University of Houston  334 Melcher Hall,  Houston, TX 77204  Phone: 713-243-0369  Email: yehu@uh.edu |