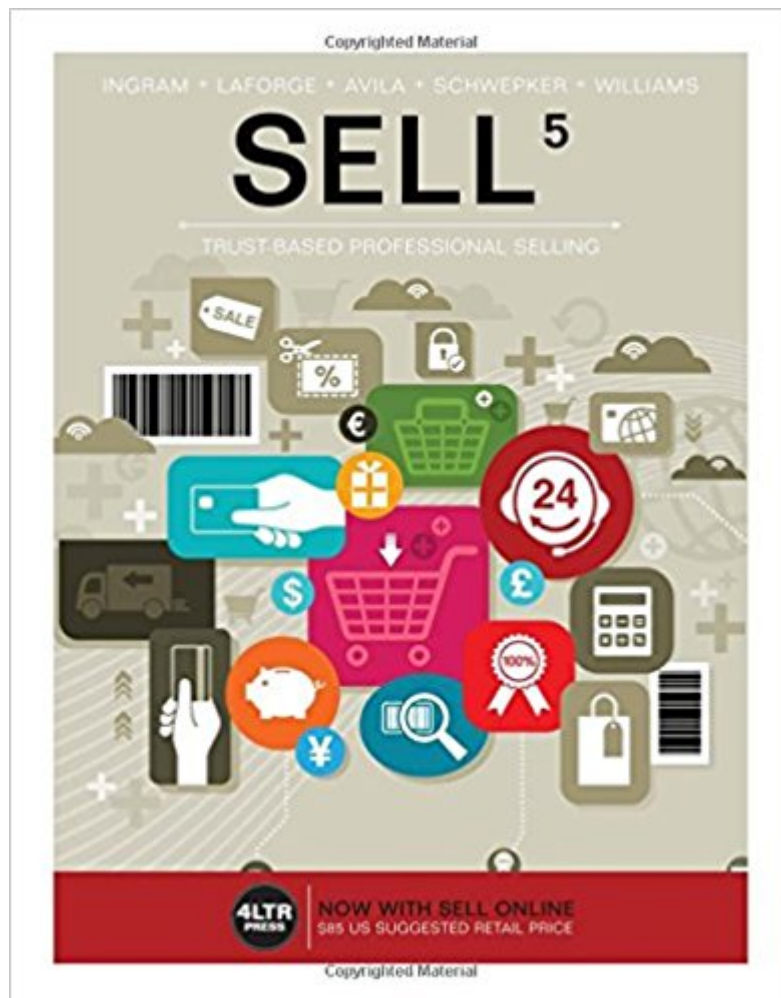


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Thomas N. Ingram (Ph.D., Georgia State University) is professor of marketing and FirstBank Professor of Business Administrations at Colorado State University. Before commencing his academic career, he worked in sales, product management, and sales management with Exxon and Mobil. Tom is a recipient of the Marketing Educator of the Year award given by Sales and Marketing Executives International (SMEI). He was honored as the first recipient of the Mu Kappa Tau National Marketing Honor Society recognition award for Outstanding Scholarly Contributions to the Sales Discipline. The University Sales Center Alliance has designated Professor Ingram as a Distinguished Sales Educator for his long-term contributions to sales education. Tom has served as the editor of the Journal of Personal Selling & Sales Management, chair of the SMEI Accreditation Institute, and as a member of the Board of Directors of SMEI. He is the former editor of the JOURNAL OF MARKETING THEORY & PRACTICE. Tom's primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING, JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, and the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. He is the coauthor of one of the "Ten Most Influential Articles of the 20th Century" as designated by the Sales and Sales Management Special Interest Group of the American Marketing Association. Raymond W. (Buddy) LaForge is the Brown-Forman Professor of Marketing at the University of Louisville. He is the founding Executive Editor of the MARKETING EDUCATION REVIEW; has co-authored

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Ramon A. Avila (Ph.D., Virginia Tech University) is the George and Frances Ball Distinguished Professor of Marketing at Ball State University. Before coming to Ball State, he worked in sales with the Burroughs Corporation. He has held two visiting professorships at the University of Hawaii and another at the Kelley School of Business at Indiana University. Dr. Avila was awarded the 2009 University Sales Center Alliance Distinguished Sales Educator. In 2003, Avila earned Ball State's Outstanding Faculty Award. In April 2002, he received a Leavey Award. This award was given for innovation in the classroom with his advanced selling class. Avila was presented the 1999 Mu Kappa Tau's Outstanding Contributor to the Sales Profession. He is only the third recipient of this award. He has also received the University's Outstanding Service award, the University's Outstanding Junior Faculty award, the College of Business Professor of the Year, and the Dean's Teaching award every year since its inception in 1987. Avila also sits on five editorial review boards. His primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, THE JOURNAL OF

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MANAGEMENT JOURNAL, and JOURNAL OF BUSINESS-TO-BUSINESS MARKETING. His work has also received numerous honors, including Outstanding Article for the Year in Journal of Business and Industrial Marketing, the AACSB's Leadership in Innovative Business Education Award, and the Marketing Science Institute's Alden G. Clayton Competition. In 2004, Williams was honored with the Mu Kappa Tau Marketing Society recognition award for Outstanding Scholarly Contributor to the Sales Discipline. He has also been honored with numerous university, college, and corporate teaching and research awards, including Old Republic Research Scholar, the presentation of a seminar at Oxford's Braesnose College, Who's Who in American Education, and Who's Who in America. Williams has and continues to serve in leadership roles as an advisor and board member for sales and sales management associations and organizations, including the University Sales Center Alliance, National Conference in Sales and Sales Management, and Vector Marketing.

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