

# Blake A. Runnalls

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## EDUCATION

**Doctor of Philosophy**, Marketing, Michigan State University, May 2017 (Expected)  
**Master of Arts**, Economics, University of South Florida, December 2011  
**Master of Arts**, MBA, University of Massachusetts-Amherst, May 2009  
**Bachelor of Arts**, Communications/Public Relations, Marist College, May 2003

## RESEARCH INTERESTS

- Marketing Strategy
- Business-to-Business Sales Management
- Organizational Learning and Knowledge Management

## HONORS AND AWARDS

- Nominated to attend the 2015 AMA Sheth Doctoral Consortium at the London Business School.
- Nominated to attend the 2014 Haring Symposium at Indiana University as a student presenter and representative of Michigan State University.
- Nominated to attend the 2014 Institute for the Study of Business Markets (ISBM) PhD Summer Camp, San Francisco, CA.
- *Best Paper Award*, 2013 Shao Chang Lee Paper Competition presented by the Asian Studies Center at Michigan State University. The paper investigated the role that power plays in buyer-supplier relationships.

## FUNDED GRANT ACTIVITY

- “Measuring and Evaluating Sales Training Effectiveness”
  - Project Description: The goal of this project is to identify factors that are influential in increasing the return on investments (ROI) of sales training investments, including but not limited to, firm strategic emphasis, salesperson organizational identification, and ongoing salesperson training utilization. In the longer-term, I aim to develop innovative sales training programs that will improve the selling capacity of sales representatives.
  - Funding Agency: Sales Education Foundation (SEF) and Neil Rackham
    - Funding Received: \$5,000
  - Dates: June 2015-August 2016

## CONFERENCE PAPERS AND PRESENTATIONS

- Sternquist, Brenda and **Blake A. Runnalls**, “Food Retail FDI: Learning Through History,” *2015 Academy of International Business (AIB) Summer Conference*, Bengaluru, India, June 2015
- Voorhees, Clay M., Roger J. Calantone, **Blake A. Runnalls**, Praneet Randhawa, and Michael McCall, “Decomposing the Effects of Reward Program Enrollment and Program Usage on Store Profitability: A Mixed Model Assessment,” *2015 AMA Winter Educators’ Conference*, San Antonio, TX, February 2015
- **Runnalls, Blake A.**, Clay M. Voorhees, and Roger J. Calantone, “User Generated Content and Firm Performance,” *2014 AMA Summer Educators’ Conference*, San Francisco, CA, August 2014
- **Runnalls, Blake A.**, “How Online Price Competition is Changing the Retail Landscape: A View From Auction Theory.” Presented at the 2013 Pricing and Retailing Conference at Babson College.

## SERVICE AND PROFESSIONAL DEVELOPMENT

- Nominated to be a session chair (Sales Track) at the 2015 Academy of Marketing Science Annual Conference.
- Attended the 2013 Internationalizing Doctoral Education in Business (IDEB) workshop presented by the University of Connecticut Center for International Business Education and Research (CIBER).

## TEACHING EXPERIENCE

### **Pricing, Profitability, and Marketing Metrics**

*Spring 2015*

*Eli Broad College of Business, Masters Level (MBA)*

- Course Description: Design, management, and integration of pricing into the marketing mix and the revenue yield strategies of the firm. Analytic, empirical and simulation approaches to pricing.
- Instructor Evaluation:
  - 5.00 out of 5 – Course Quality
  - 4.83 out of 5 – Instructor Quality

### **Quantitative Business Research Methods**

*Summer 2015*

*Eli Broad College of Business, Undergraduate Level*

- Course Description: Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.
- Instructor Evaluation:
  - 4.33 out of 5 – Course Quality
  - 4.50 out of 5 – Instructor Quality

### **Marketing Strategy**

*Summer 2013, 2014*

*Eli Broad College of Business, Undergraduate Level*

- Course Description: Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis.
- Instructor Evaluation:
  - 4.50 out of 5 – Course Quality
  - 4.16 out of 5 – Instructor Quality

## PREVIOUS RESEARCH EXPERIENCE

### **Center for Urban Transportation Research (CUTR)**

2011-2012

*Research Assistant, ITS, Traffic Operations, and Safety*

- Managed and co-authored the 2012 Observational Survey of Motorcyclists: Managed a team that completed 540 intersection observations across 14 counties in Florida in order to determine helmet use levels by motorcyclists. Statistical analysis was completed to identify relationships among riders of different age, gender, and bike type.
- Managed and co-authored the 2012 Florida Rider Training Survey: Constructed and distributed surveys to Florida Rider Training Program schools. A total of 500 recent Basic Rider Course (BRC) graduates were surveyed in order to determine their likeliness to participate in various riding activities. Statistical analysis was completed to identify relationships among new riders of different ages, gender, riding experiences, and bike types.

### **General Electric**

2009

*Practicum Project MBA Team Member*

- Collected and analyzed data to determine the success rate of a new testing module
- Assisted finance team in evaluating the transfer of financial reports from a data warehouse to a new division-wide enterprise resource planning (ERP) system
- Constructed data-driven model to predict and report number of successful transfer completions

### **University of Massachusetts, Isenberg School of Management**

2007-2009

*Research Assistant*

- Identified and analyzed the remaining issues of the convergence of US Generally Accepted Accounting Principles (US GAAP) and International Financial Reporting Standards (IFRS)
- Researched potential impact of Extensible Business Reporting Language (XBRL) on a firm's behavior as it pertains to capital structure and investment decisions.

## PROFESSIONAL EXPERIENCE

### **University of Massachusetts, Amherst, MA**

2010

*MBA Program Coordinator*

### **Credit Suisse, Boston, MA**

2008

*Intern Associate; Private Banking USA*

### **McLarens Young International, New York, NY**

2007

*General Adjuster*

### **Progressive Insurance, Hudson Valley, NY**

2004-2007

*Claims Representative/Network Representative*

## PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Academy of International Business (AIB)
- Economics Scholar Society; Omicron Delta Epsilon (ODE)