***Valerie D. Good***

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**ACADEMIC BACKGROUND**

Ph.D. Eli Broad College of Business, Michigan State University *(Expected May 2019)*

Major: Marketing, Sales/Strategy Research Emphasis

Minor: Methods

M.B.A. Alvernia University, Reading, PA

Concentration: Marketing & Communications

B.S. Millersville University, Millersville, PA

Major: Speech Communications, Public Relations Option

Minor: Business Management

**PROFILE**

* Productive researcher with an active pipeline; multiple papers are progressing through various stages of the publication process in addition to academic conference presentations.
* Dedicated instructor with consistently high course evaluations; received the Hollander Teaching Award for teaching excellence in college instruction in both 2017 ($1,500 fellowship) and 2018 ($2,500 fellowship).
* Involved contributor to the discipline; presently serving as Managing Editor for the Journal of Personal Selling and Sales Management.
* Devoted scholar; nominated for the 2018 Marketing Strategy Consortium, 2018 Haring Consortium and 2018 AMA Sheth Consortium.

**DISSERTATION**

“Motivating Salespeople Toward Greater Productivity”

Chair: Dr. Douglas E. Hughes Committee: Dr. Ahmet Kirca

Dr. Clay M. Voorhees

Dr. Russ Johnson

Abstract: Company profitability depends on an active and engaged sales force; thus, managers continue to seek best practices for motivating salespeople to perform productively. This issue remains critical as salespeople typically have significant discretion in their work and serve as the face of the company to customers. Motivated salespeople are likely to expend greater effort, generate higher revenue, and foster stronger customer relationships than unmotivated salespeople, who may avoid the workplace or even turn over to other organizations. Indeed, motivation has been deemed one of the greatest challenges facing organizations today. While the effects of motivation are far-reaching, the phenomenon is still ill-understood by academics and practitioners. Thus, we seek to develop a greater understanding of motivational forces to contribute to both personal selling theory and sales force management.

Essay 1: “Understanding and Leveraging Intrinsic Motivation in Salespeople”

Essay 2: “Exploring the Relationship Between Intrinsic Motivation, Extrinsic Incentives, and

Salesperson Performance: A Meta-analysis”

Essay 3: “Resilience: A Key Link Between Motivation and Salesperson Performance”

**RESEARCH INTERESTS**

Personal Selling and Sales Management, Relationship Marketing and Marketing Strategy

**MANUSCRIPTS UNDER REVIEW**

Bhattacharya, Abhi, **Valerie Good** and Hanieh Sardashti. TITLE WITHELD FOR ONLINE VITA Status: Under 2nd Round Review at *Journal of the Academy of Marketing Science*

**Good, Valerie** and Roger J. Calantone. TITLE WITHELD FOR ONLINE VITA Status: Under 1st Round Review at *Industrial Marketing Management*

**WORKING PAPERS**

Malshe, Avinash, Douglas E. Hughes and **Valerie Good**. TITLE WITHELD FOR ONLINE VITA Status: Targeting *Journal of Marketing Research* May 2018

**Good, Valerie**, Stephanie M. Mangus, Roger J. Calantone and Feng (Joyce) Wang TITLE WITHELD FOR ONLINE VITA Status: In-progress, analyzing data

LaBrecque, Alex, **Valerie Good** and Douglas E. Hughes. TITLE WITHELD FOR ONLINE VITA Status: In-Progress, collecting data

**Good, Valerie** and Abhi Bhattacharya. TITLE WITHELD FOR ONLINE VITA Status: In-progress, collecting data

**Good, Valerie** and Douglas E. Hughes TITLE WITHELD FOR ONLINE VITA In-progress, reviewing the literature

**Good, Valerie**. TITLE WITHELD FOR ONLINE VITA Status: In-progress

**INVITED RESEARCH AND CONFERENCE PRESENTATIONS**

Chernetsky, Victor, Douglas E. Hughes and **Good, Valerie** (August 2018), “A Blessing in Disguise: The Role of Conflict in Marketing-Sales Interface.” *American Marketing Association Summer Conference*, Boston, Massachusetts.

**Good, Valerie** (June 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Sheth Consortium*, Leeds, UK.

**Good, Valerie** (April 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Haring Symposium*, Bloomington, Indiana.

**Good, Valerie** and Douglas E. Hughes (March 2018), “Exploring Resilience: A Key to Salesperson Success.” *Enhancing Sales Force Productivity Conference*, Columbia, Missouri.

**Good, Valerie** and Roger J. Calantone (August 2017), “Salesforce-Innovation Coupling: An Empirical Investigation of Salesforce Timing and Outbound Open Innovation.” *American Marketing Association Summer Conference*, San Francisco, California.

**Good, Valerie** (February 2017), “Corporate Motivation: Marketing Matters,” *American Marketing Association Winter Conference* Poster Session, Orlando, Florida.

**SERVICE AND PROFESSIONAL DEVELOPMENT**

* Managing Editor, Journal of Personal Selling and Sales Management Fall 2017-Present
* Coach, National Collegiate Sales Competition (NCSC) Spring 2018
* Judge, All-MSU Sales Competition 2016, 2017, 2018
* Reviewer AMS Conference Winter 2018
* Session Chair (Sales Track) at AMA Conference Summer 2017

**TEACHING EXPERIENCE**

Eli Broad College of Business, Michigan State University 2015-Present

Doctoral Candidate/Instructor

* Instructed courses in sales such as MKT 313 Personal Selling and Buying Processes.
* Received high teaching evaluations (4.95/5.0) and positive comments.
* Served as a teaching assistant for Quantitative Business Research Methods.

Elizabethtown College 2011-2015

Affiliated Faculty Member of Marketing & Business Communications for the School of Continuing and Professional Studies (SCPS)

* Instructed courses in Managerial Communications, Persuasion, Advertising and Internet Marketing for adult working professionals looking to gain a higher education degree.
* Received additional certification to teach ‘online-only’ and in blended-format classes.
* Taught classes in the traditional classroom setting as well as online courses, incorporating various methods to keep students engaged and participating.

Millersville University 2006-2014

Adjunct Faculty Member for the Marketing & Management Department

* Instructed classes such as Advertising, Personal Selling, Principles of Marketing and Retail Marketing.
* Reviewed textbooks, wrote syllabi, created ‘real-life’ projects for students to complete, wrote exams and graded papers and projects thoroughly.
* Student evaluations were consistently above Departmental and University means. Also received positive comments from both colleague observers and students, who noted that I was not only fair in grading but also enthusiastic and interesting while teaching.

**WORK EXPERIENCE**

Good Impressions Marketing 2006-2015

Writer/Editor, Consultant

* Meticulously combed through prewritten copy as a detail-oriented proofreader.
* Wrote copy for press releases, radio spots, email blasts, brochures, newsletters, posters, websites, direct mail letters, postcards and other integrated marketing communications for various clients.
* Provided consulting support for integrated marketing communications, brand management, public and media relations, e-marketing strategies, strategic marketing planning and more.

Masterpiece Marketing Advertising Agency 2005-2006

Marketing Manager

* Directed marketing plans and advertising campaigns for over 40 different nonprofit ministries and for-profit organizations; included meeting with clients regularly to maintain close working relationships.
* Oversaw the creative process for T.V. campaigns, radio spots, newspaper advertising, direct mail series, logo & brand development, brochures, fundraising appeals, special events, specialty advertising, website development, email blasts, public relations, and all multi-media marketing.
* Wrote copy, ensuring all campaigns had compelling, memorable taglines and themes. All writing was focused on the psychology of marketing – advertising to appeal to people’s emotions.
* Supervised all account executives, artists, and freelance personnel; worked to build a team atmosphere in the midst of tight deadlines.
* Provided direction for artists and various freelance personnel.
* Coordinated talent for radio and TV production and photo shoots.

Utilities Employees Credit Union 2002-2005

Marketing Product Leader, Lending

* Promoted from Marketing Specialist to Marketing Coordinator to a Product Manager.
* Analyzed loan portfolio to assess the most profitable products based on yield and cost.
* Recommended pricing and process improvements to the senior management and board of directors.
* Targeted marketing promotions based on profitability to the most appropriate parties.
* Trained the Marketing Assistant and Interns.
* Helped create budget and allocate necessary resources for projects.
* Designed newsletters, including researching and writing articles, adjusting graphics, and printing.
* Coordinated the design, print production and distribution of direct mailings to UECU’s target market.
* Oversaw electronic communications and updated the website regularly with current promotions.
* Gathered and analyzed information from the MCIF customer relationship software system and member surveys to improve efficiency and effectiveness of marketing efforts.

**SPECIAL RECOGNITION**

* Teaching: received the Hollander Teaching Award for teaching excellence in college instruction in both 2017 ($1,500 fellowship) and 2018 ($2,500 fellowship).
* Research: nominated to attend the 2018 Marketing Strategy Consortium, 2018 Haring Symposium, and 2018 AMA Sheth Doctoral Consortium.
* Coaching: 2018 NCSC Individual and Team Competition Winners
* Graduated Magna Cum Laude from Millersville University and Alvernia College.
* Received recognition as the first person in the Communications Department at Millersville University to complete an ‘honors college’ thesis.
* Earned two first place trophies in the CUES Golden Mirror Awards for a direct mailing campaign at Utilities Employees Credit Union (a very prestigious award to receive in the industry); the awards were based on creativity, organization, and ROI.

**REFERENCES**

Douglas E. Hughes

Department Chair and Professor of Marketing; United Shore Faculty Fellow in Sales Leadership

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Clay M. Voorhees

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