

# Vincent (Vini) Onyemah

Professor of Sales & Marketing  
Chair, Marketing Division

Marketing Division  
Babson College  
Babson Park, Massachusetts 02457, USA  
E-mail: [vonyemah@babson.edu](mailto:vonyemah@babson.edu)

## EDUCATION

**PhD Management**, *INSEAD*, Fontainebleau, France  
**M.Sc. Management**, *INSEAD*, Fontainebleau, France  
**MBA IESE Business School**, *University of Navarra*, Barcelona, Spain  
**B.Sc. Civil Engineering**, *University of Ibadan*, Ibadan, Nigeria

## PEDAGOGICAL TRAINING & CERTIFICATION

### Harvard Business School

The Art & Craft of Discussion Leadership (I)  
The Art & Craft of Discussion Leadership (II)

### Babson College

Blended Learning Fellows Program  
Teaching Fellows Program  
Price-Babson Symposium for Entrepreneurship Educators (SEE)  
Online Teaching Training Program (OTTP)  
Inclusive Teaching Training Program (ITTP)  
Inspire Studio

### Babson-Olin-Wellesley (BOW)

2nd Annual Three College Workshop on Teaching Enhancement

## AWARDS, HONORS AND FELLOWSHIPS

2022 College-wide Teaching Award (all programs combined)  
2020 Honorable mention: 2020 James M. Comer award for the best contribution to selling and sales management theory:  
Jagdeep Singh, Karen Flaherty, Ravipreet S. Sohi, Dawn Deeter-Schmelz, Johannes Habel, Kenneth Le Meunier-FitzHugh, Avinash Malshe, Ryan Mullins & Vincent Onyemah (2019) Sales profession and professionals in the age of digitization and artificial intelligence technologies: concepts, priorities, and questions, *Journal of Personal Selling & Sales Management*, 39:1, 2-22  
2005- 2009 Boston University School of Management alumni legacy gifts honoree (2005, 2006, 2007, 2008,2009)  
2007 Boston University School of Management junior faculty research grant  
2007 National Conference in Sales Management (NCSM) best conference paper award  
NCSM/Pi Sigma Epsilon Annual Conference, Irvine, CA  
2006 M. Wayne Delozier best conference paper award  
Academy of Marketing Science annual conference, San Antonio, TX  
2005 Winner 7<sup>th</sup> annual American Marketing Association (AMA) Sales SIG Doctoral Dissertation Award

- 2005 2005 Beckwith Award for teaching excellence and service (Boston University School of Management)
- 2004 Dissertation selected among the 10 best dissertations in Europe (EDAMBA: 2003/04)
- 2003 Finalist, Institute for the Study of Business Markets (ISBM) doctoral competition.
- 2002 Winner, AMA/Richard DeVos DSEF sales dissertation proposal competition
- 2002 AMA-Sheth Foundation doctoral consortium fellow
- 1999 – 2003. GE scholar (merit-based) and INSEAD fellow (merit-based)
- 1998 Research grant: International Development Research Center (IDRC), Ottawa, Canada
- 1991 – 1993 Fomento de Fundaciones: MBA merit-based scholarship
- 1990 Winner, Technical Paper competition, School of Technology, University of Ibadan
- 1990 Best graduating student: university-wide, School of Technology, and Department of Civil Engineering
- 1986 – 1990 First place on Dean’s honor list (four consecutive years)
- 1985 – 1990 Dr. Lawrence Omole Foundation undergraduate merit-based scholarship

## TEACHING INTEREST

- Customer acquisition and persuasion
- Entrepreneurial selling
- Growing businesses (scale-ups)
- Sales leadership (building and managing sales and customer success teams)
- Marketing strategy

## RESEARCH INTEREST

- Customer acquisition and persuasion
- Customer relationship management
- Entrepreneurial selling
- Growth-focused entrepreneurship ecosystem (scale-ups)
- Marketing channels
- Sales enablement technologies
- Sales leadership (sales force management)

## PUBLICATIONS

### Peer Reviewed

1. Onyemah, Vincent. (2021) What Doesn’t Kill You Makes You More Committed: The Importance of Supervisory Support When Salespeople Face Organizational Hardship. In *International Perspectives on Employee Engagement*. Segalla, M. (Editor) Routledge, Abingdon-on-Thames and New York City. 143 pages. ISBN 9780367696047
2. Onyemah, Vincent, Jay Prakash Mulki, and Martha Rivera Pesquera (2021) “Salesperson turnover intention: a tale of two countries,” *International Journal of Bank Marketing*, 39(6), 1003-1024.
3. Onyemah, Vincent and Martha Rivera Pesquera (2021), "Entrepreneurial Selling", Jaramillo, F. and Mulki, J. P. (Ed.) *A Research Agenda for Sales*, Edward Elgar Publishing, pp. 49-71.

4. Onyemah, Vincent and Martha Rivera-Pesquera (2019), "Cognitive Ambidexterity: Successful Selling by Women Entrepreneurs", Crittenden, V. (Ed.) *Go-to-Market Strategies for Women Entrepreneurs*, Emerald Publishing Limited, pp. 75-83.
5. Onyemah, Vincent (2019), "What Doesn't Kill You Makes You More Committed: The Importance of Supervisory Support When Salespeople Face Organizational Hardship," *Journal of the International Studies of Management & Organization*, 49(1), 7-22.
6. Singh Jagdip Singh, Karen Flaherty, Ravipreet S. Sohi, Dawn Deeter-Schmelz, Johannes Habel, Kenneth Le Meunier-FitzHugh, Avinash Malshe, Ryan Mullins & Vincent Onyemah (2019), "Sales Profession and Professionals in the Age of Digitization and Artificial Technologies: Concepts, Priorities, and Questions," *Journal of Personal Selling & Sales Management*, 39(1), 2-22.
7. Dominique Rouziès and Vincent Onyemah (2018), "Sales Force Compensation: Trends and Research Opportunities", *Foundations and Trends in Marketing*, 11(3), 141–212.
8. Onyemah, Vincent, Dominique Rouziès, and Dawn Iacobucci (2018), "Impact of Religiosity and Culture on Salesperson Job Satisfaction and Performance," *International Journal of Cross Cultural Management*, 18(2), 191-219.
9. Rouziès, Dominique, Vincent Onyemah, and Dawn Iacobucci (2017), "A Multi-Cultural Study of Salespeople's Behavior in Individual Pay-For-Performance Compensation Systems: When Managers Are More Equal and Less Fair than Others," *Journal of Personal Selling & Sales Management*, 37(3), 198-212.
10. Isenberg, Daniel and Vincent Onyemah (2016), "Fostering Scale Up Ecosystems for Regional Economic Growth," *Innovations (MIT)*, Vol. 11 (1-2), 60-79.
11. Onyemah, Vincent and Simon O. Akpa (2016), "Open Air Markets: Uniquenesses about African Marketing Channels," *International Marketing Review*, Vol. 33 (1), 112-136.
12. Iacobucci, Dawn and Vincent Onyemah (2015), "JBBM at 21: Variety of Theories, Methods, and Countries While Giving Further Voice to Emerging Markets Within Africa," *Journal of Business to Business Marketing*. 22: 1-2, 73-85.
13. Onyemah, Vincent and Martha Rivera Pesquera (2015), "Cognitive Ambidexterity in Entrepreneurial Leadership: a Four Country Exploratory Study of Women Entrepreneurs' Early Customer Acquisition Strategies," *Organizations and Markets in Emerging Economies*, Vol. 6, No. 1(11), 10-28.
14. Jaramillo, Fernando, Jay Prakash Mulki, Vincent Onyemah and Martha Rivera Pesquera (2012) "Salesperson Resistance to Change: an Empirical Investigation of Antecedents and Outcomes," *International Journal of Bank Marketing*, 30 (7), 548-566.
15. Boles, James S., George W. Dudley, Vincent Onyemah, Dominique Rouziès, and William A. Weeks (2012), "Sales Force Turnover and Retention," *Journal of Personal Selling & Sales Management*, 32 (1), 9-24.
16. Onyemah, Vincent, Dominique Rouziès and Nikolaos Panagopoulos (2010), "How HRM Control Affects Boundary-Spanning Employees' Behavioural Strategies and Satisfaction: The Moderating Impact of Cultural Performance Orientation," *International Journal of Human Resource Management*, 21 (11), 1951-1975.
17. Onyemah, Vincent et al. (2010), "The Embedded Sales Force: Connecting Buying and Selling Organizations," *Marketing Letters*, 21 (3), 239-253.
18. Onyemah, Vincent, Scott D. Swain and Richard Hanna (2010), "A Social Learning Perspective on Sales Technology Usage: Preliminary Evidence from an Emerging Economy," *Journal of Personal Selling & Sales Management*, 30 (2), 131-142.

19. Onyemah, Vincent (2009), "The Effects of Coaching on Salespeople's Attitudes and Behaviors: A Contingency Approach," *European Journal of Marketing*, 43 (7), 938-960.
20. Onyemah, Vincent and Erin Anderson (2009), "Inconsistencies among the Constitutive Elements of a Sales Force Control System: Test of a Configuration Theory-based Performance Prediction," *Journal of Personal Selling & Sales Management*, 29 (1), 9-24.
21. Onyemah, Vincent (2008), "Role Ambiguity, Role Conflict, and Performance: Empirical Evidence of an Inverted-U Relationship," *Journal of Personal Selling & Sales Management*, 28 (3), 299-313.
22. Onyemah, Vincent (2005), "Salesperson Performance and Incongruity in Salesforce Control Systems," *Annual Journal of the European Doctoral Association in Management (EDAMBA)*, p. 103-109.
23. Okechuku Chike and Vincent Onyemah (2000), "Ethnic Differences in Nigerian Consumer Attitudes Toward Foreign and Domestic Products," *Journal of African Business*, 1, 2, 7-35.
24. Okechuku Chike and Vincent Onyemah (1999), "Nigerian Consumer Attitudes Toward Foreign and Domestic Products," *Journal of International Business Studies*, 30, 3, 611-622.
25. Onyejekwe O, Okoromadu A and Onyemah V (1993), "A Direct Linear Systems Solver for Pipe Networks," *Advances in Engineering Software* 17 (3), 189-194.

### **Editor Reviewed**

26. Isenberg, Daniel, Elmer Moore Jr., and Vincent Onyemah (2020), "How local ecosystems can drive growth in Black-owned businesses," *World Economic Forum*, published online (August 27, 2020) by the World Economic Forum (WEF).
27. Isenberg, Daniel, Vincent Onyemah, and Dharendra Shukla (2020), "Entrepreneurs, Look to Your Network to Help You Through the Pandemic," *Harvard Business Review*, published online, May 29, 2020.
28. Isenberg, Daniel, Vincent Onyemah, Elaine Eisenman, and Kevin Mulcahy (2020), "5 ways entrepreneurs and SMEs can build resilience in a coronavirus economy," *World Economic Forum*, published online (May 26, 2020) by the World Economic Forum (WEF).
29. Isenberg, Daniel and Vincent Onyemah (2017), "Start-ups won't save the economy. But "scale ups" could," *World Economic Forum*, published online (March 28, 2017) by the World Economic Forum (WEF) on Latin America.
30. Isenberg, Daniel and Vincent Onyemah (2017), "Midsize Cities are Entrepreneurship's Real Test," *Harvard Business Review*, published online, January 24, 2017.
31. Rouziès, Dominique, Vincent Onyemah and Dawn Iacobucci (2014), "Research on Sales Force Talents with Entrepreneurial Abilities," French Title: Recherche Talents Commerciaux avec Compétences Entrepreneuriales, *Harvard Business Review (HBR) France* online, November 25, 2014.
32. Onyemah, Vincent, Martha Rivera Pesquera and Abdul Ali (2013), "What Entrepreneurs Get Wrong," *Harvard Business Review*, Vol. 91, Issue 5, 74-79.
33. Onyemah, Vincent, Martha Rivera Pesquera and Abdul Ali (2012), "Entrepreneurs' Biggest Sales Mistakes," *Harvard Business Review Blog Network*, July 17, 2012.
34. Onyemah, Vincent (2011), *Sales Force Control Systems (Chapter 14)*, in *Sales Management: A Multinational Perspective*; Palgrave Macmillan, United Kingdom.
35. Anderson, Erin and Vincent Onyemah (2006), "How Right Should the Customer Be?" *Harvard Business Review*, July-August 2006, 58-67.

36. Mittelman, Mauricio and Vincent Onyemah (2002), "Customer Relationship Management: Strategies and Company-wide Implementation," *Marketing Science Institute (MSI) Report*, No. 02-112, 1-30.
37. Onyemah, Vincent (1997), "The New Marketing Paradigm: Refocusing the Marketing Activities of the Firm," *Lagos Business School Management Review*, Vol. 2 (1), 15-28.

## Books

38. Vincent Onyemah and Martha Rivera Pesquera (2017). *Entrepreneurial Selling: The Facts Every Entrepreneur Must Know*. Business Expert Press, New York City.
39. Vincent Onyemah and Martha Rivera Pesquera (2019). *Emprender y Vender: Lo que todo emprendedor debe saber*. Editorial LID, Mexico City.

## Others

40. Cacho Elizondo, Silvia and Vincent Onyemah (2019), Mexico: building a country brand. Babson College and IPADE Business School case collection.
41. Onyemah, Vincent Ikechukwu (2003), Sensitivity of Salesperson's Performance to Incongruity in Control Systems: a Varying Parameter Model. Ed. Dissertation, UMI-ProQuest.

## WORK IN PROGRESS

1. Assessing the impact of entrepreneurship education on the commercialization of innovative solutions for substance use disorders [NIH grant, design phase]
2. Entrepreneurial Selling: research framework and opportunities. [Writing]
3. Understanding how nonverbal communication affects sales performance. [Data coding]
4. The impact of storytelling in sales interactions. [Data coding]
5. Social shifts' impact on sales management- the case of Saudi Arabia. [Data analysis]
6. Gender Biases in Customer-Salespeople Interactions. [Data entry/formatting]

## CONFERENCES

- Trends in sales education: Sales Educators' Academy (SEA) Conference, Birmingham University, UK (June 21-23, 2022)- **virtual**
- Trends in sales education: **virtual** Sales Educators' Academy (SEA) Conference, Florida State University, FL, USA (June 22-24, 2021)
- Discussion, insight, and the latest in sales education: **virtual** Sales Educators' Academy (SEA) Conference, Aston Business School, Birmingham, United Kingdom, (June 16-17, 2020)
- Strong Institutions for Creating Entrepreneurship Ecosystems: ENADE annual conference, Guatemala City, GUATEMALA (October 10, 2019)
- Cognitive Ambidexterity: Successful Selling by Women Entrepreneurs: USASBE annual conference, Tampa FL, USA (Jan 24 – 27, 2019)
- Challenges and Opportunity Costs in Mexican Sales Force Management: Thought Leadership on the Sales Profession Conference, Paris FRANCE (May 2017)
- Challenges and Opportunity Costs in Mexican Sales Force Management: The Thought Leadership on the Sales Profession Conference, HEC Business School, Paris, FRANCE (May 30 - June 1, 2017).

- Beyond Capital Cities: Equalizing Opportunities across Urban Centers: Keynote Address at J.P. Morgan Annual Central America Leaders Forum, Guatemala City, GUATEMALA (November 17, 2016).
- Sales Ability in Entrepreneurship: Keynote Address at Omnilife/Educare Entrepreneurship Forum, Guadalajara, MEXICO (September 21, 2016).
- Methods for Fostering Entrepreneurship Ecosystem; IPADE Business School Alumni Conference, Mexico City, MEXICO (August 31, 2016).
- The Role of Fairness in Sales Organizations: International Conference on Business and Information (BAI), Osaka, JAPAN (July 3-5, 2014): *presented by co-author Dominique Rouzies*
- The Role of Fairness in Sales Organizations: Informs Marketing Science Conference, Istanbul, TURKEY (July 11-13, 2013)
- Selling to First Customers: Customer Acquisition Strategies for Startups: Conference on Customer Strategy for Sustainable Growth, INSEAD, Fontainebleau, France (June 28 – June 29, 2012)
- Pay-for-Performance in Sales Organizations— a Manager’s Conundrum: Informs Marketing Science Conference, Boston, MA, USA (June 6-9, 2012)
- Selling to First Customers: Customer Acquisition Strategies for Startups: Thought Leadership on the Sales Profession, Harvard Business School, Boston, MA, USA (June 5 – June 6, 2012)
- Sales Force Retention and Turnover: a Research Agenda: Academy of Marketing Science (AMS) Annual Conference, Miami, FL (May 24-27, 2011)
- Sales Force Retention and Turnover 25<sup>th</sup> Anniversary of the Center for Professional Selling at Baylor Business, Baylor University, Waco TX (September 16-18, 2010)
- The Search for Value Conference on Customer Strategy for Sustainable Growth, INSEAD, Fontainebleau, France (June 30 – July 2, 2010)
- What Doesn’t Kill You Makes You More Committed: Rethinking the Link Between Organizational Hardship and Organizational Commitment: 25<sup>th</sup> Annual Workshop of Strategic Human Resource Management, ESADE Business School, San Cugat, Barcelona, Spain (April 19-20, 2010)
- Empowerment Gone Awry? Do Empowerment and Motivation Impact Lone Wolf Tendencies? National Conference in Sales Management / Pi Sigma Epsilon Conference, Norfolk VA (March 25-28, 2009)
- From Sales Force Control Systems to Sales Manager Development: a Sequence of Studies. Erin Anderson Invitational B2B Research Conference, The Wharton School, University of Pennsylvania, Philadelphia, PA (October 16-19, 2008)
- The Effects of Coaching on Salespeople’s Attitudes and Behaviors: A Contingency Approach. National Conference in Sales Management / Pi Sigma Epsilon Conference, Dallas TX (March 26-29, 2008)
- Salesperson Objective Performance and Role Stress: Evidence of an Inverted-U Relationship. National Conference in Sales Management / Pi Sigma Epsilon Conference, Irvine CA (March 28-31, 2007)
- A Configuration-Theory Assessment of How Incongruity in Sales Force Control Systems Drives Salesperson Performance. INFORMS Marketing Science Conference, Pittsburgh PA (June 8-10, 2006)
- A Configuration-Theory Assessment of How Incongruity in Sales Force Control Systems Drives Salesperson Performance. Academy of Marketing Science Annual Conference, San Antonio, TX (May 24-26, 2006)

- A Configuration-Theory Assessment of How Incongruity in Sales Force Control Systems Drives Salesperson Performance. Enhancing Sales Force Productivity Conference, University of Missouri- Columbia, MO (April 21-23, 2006)
- How Control Systems Influence the Salesperson's Objective Performance: an Empirical Investigation. Academy of Marketing Science World Congress, Muenster, Germany (July 6-9, 2005)
- Salesperson's Performance and Role Stress: Empirical Evidence of an Inverted-U Relationship. INFORMS Marketing Science Conference, Atlanta GA (June 16-18, 2005)
- How Control Systems Influence the Salesperson's Objective Performance: an Empirical Investigation. INFORMS Marketing Science Conference, Atlanta GA (June 16-18, 2005)
- Incongruity in Sales Force Control Systems: the Construct and its Consequences Using a Varying Parameter Model: 34<sup>th</sup> European Marketing Academy (EMAC) Conference, Milan, Italy (May 24-27, 2005)
- Sales Force Control Systems: Investigating Incongruities: BU School of Management Spring 2005 School-wide Faculty Research Seminar, Boston, MA, USA (April 29, 2005)
- Sensitivity of Salesperson's Performance to Incongruities in Control Systems: A Varying Parameter Model: HEC-ESSEC-INSEAD Annual Faculty Seminar (2001).
- Sensitivity of Salesperson's Performance to Incongruities in Control Systems: A Varying Parameter Model: HEC-INSEAD Doctoral Symposium; Paris, France (2001).
- The Outcomes of Behavioral and Attitudinal Loyalty: The Value of True Loyals" HEC-INSEAD Doctoral Seminar; Fontainebleau, France (2000).
- Nigerian Consumer Attitudes Toward Foreign and Domestic Products: Academy of Business Administration Conference; London, UK; (1999).

## INVITED TALKS

- Beyond Growth, keynote address at Scale Up Guatemala Graduation Ceremony, FUNDESA, Guatemala. November 17, 2022.
- High growth strategies in Latin America. Keynote at CNP-Date Annual Business Strategy Network Forum, Quetzaltenango, Guatemala, November 16, 2022.
- How realistic is your quest for growth? Keynote at regional meeting of Techentrepreneurs Bom dia TI- Trino Polo- Polo de TI da Serra Gaucha, Rio Grande do Sul, Brazil, November 5, 2021.
- Growth Trends in Businesses, keynote address at Scale Up Guatemala Graduation Ceremony, FUNDESA, Guatemala. August 2021.
- Digital transformation at the service of entrepreneurial ecosystems, first annual Central America Business Dialogue, Central America, December 3, 2020.
- Building Revenue Resilience, MAINO Business Conference (MBC), Rio de Janeiro, Brazil, November 20, 2020.
- Entrepreneurial Selling: research framework and opportunities, Babson Faculty Research Fund (BFRF) Talk, Babson Park, USA, October 20, 2020.
- Getting the Best from a Sales Force Control System, European School of Management and Technology (ESMT), Berlin, Germany, November 6, 2008.
- Achieving Strategic Advantage through Sales Force Management, DARDEN / ESMT; Charlottesville, VA, USA, September 24, 2008.
- Sales Force Control Systems and the Need for Consistent Components, European School of Management and Technology (ESMT), Berlin, Germany, December 1, 2007.
- Sistemas de Gestion de Redes Comerciales: Incoherencias y Consecuencias: Instituto Internacional San Telmo, Sevilla, Spain, June 9, 2005.

- Incongruity in Sales Force Control Systems: the Construct and its Consequences: A. B. Freeman School of Business, Tulane University, New Orleans, May 6, 2005.
- How Inconsistent Sales Force Control Systems Hinder Sales and Marketing Objectives: MSI Spring 2005 Board of Trustees Meeting: New Frontiers for Growth, Boston, MA, USA (April 14 & 15, 2005).

## **ACADEMIC EXPERIENCE**

- 2022 - date Professor of Sales & Marketing, Babson College, Babson Park, MA, 02457, USA  
2012 - 2022 Associate Professor of Sales & Marketing, Babson College, Babson Park, MA, 02457, USA  
2016 - 2017 Visiting Professor of Marketing, IPADE Business School, Universidad Panamericana, Mexico D.F., Mexico  
2009 - 2012 Assistant Professor of Marketing, Babson College, Babson Park, MA, 02457, USA  
2003 - 2009 Assistant Professor of Marketing, Boston University School of Management, Boston, MA, USA  
2004 - 2011 Guest Scholar:  
Strathmore Business School, Nairobi, Kenya (11/2011)  
HEC Business School, Paris, France (5/2010)  
HEC Business School, Paris, France (6/2009)  
IPADE Business School, Universidad Panamericana, Mexico (12/2008)  
Instituto Internacional San Telmo Business School, Spain (6/2007)  
IEDC Bled Business School, Slovenia (7/2006)  
Instituto Internacional San Telmo Business School, Spain (6/2006)  
Instituto Internacional San Telmo Business School, Spain (6/2005)  
Tec Monterrey, Campus Santa Fe, Mexico (8/2004)  
1993-1999 Lecturer, Lagos Business School, Lagos, Nigeria

## **INDUSTRY/FIELD/CONSULTING EXPERIENCE**

### **MULTI-YEAR REGIONAL ECONOMIC DEVELOPMENT PROJECTS (Building Entrepreneurship Ecosystems to spur Regional Economic Growth) *Public-Private-Partnership***

#### **Role: Faculty Director and Co-Executive Director**

- 2017 – 2022 Scale Up Guatemala (Guatemala)  
2017 – 2020 Scale Up Northeast Ohio / Scalerator NEO (United States of America)  
2018 – 2019 Scale Up Atlantic Canada (Canada)  
2018 – 2019 Scale Up Panama (Panama)  
2012 – 2019 Scale Up Manizales (Manizales Mas) (Colombia)  
2016 – 2017 Scale Up Rio (Brazil)  
2013 – 2017 Scale Up Milwaukee (United States of America)

### **IFC/WORLD BANK GENDER PROGRAM FOR WOMEN ENTREPRENEURS/ WOMEN-IN-BUSINESS (WIN)**



**(Creating culture and building systems to help banks support women-led businesses)**

**Role: Consultant, Lead Faculty, Curriculum Design & Delivery, Train-the-Trainer**

Development of selling and sales management systems, strategies and tactics for attracting and retaining female clients/entrepreneurs in emerging markets. Conducted missions on behalf of the IFC/World Bank in Benin Republic, Democratic Republic of Congo, Ivory Coast, Niger, Mozambique, Nigeria, Kenya, Uganda, Burundi, Tanzania, Lebanon, Jordan, and Palestine.

## **CORPORATE**

- 1993 – 1999 Business Development Manager and Project Director, Niger Welfare Foundation, (Europe and Africa Coordinator)
- 1991 – 1993 Sales Representative (Freelance), Barcelona, Spain
- 1990 – 1991 National Youth Service Corps (Educational Cooperation Society, Lagos and Enugu)
- 1989 – 1990 Cofounder and sales executive, Vee & Kee Associates, Lagos, Nigeria
- 1987 -- 1989 Industrial Intern, Cappa & D’Alberto Construction Company PLC, Nigeria; Etteh Aro & Partners (Structural Engineers) Ibadan, Nigeria; Ministry of Works and Transport, Bendel State, Nigeria
- 1987 – 1989 Sales Associate, Synke O’Mahs Ltd., Nigeria.
- 1983 – 1987 Waiter, Happiness Restaurant and Bar, Ibadan, Nigeria.
- 1981 – 1983 Independent Sales Rep, Ibadan, Nigeria.

## **ADVISORY BOARD**

- 2021 – present Sales Executive Institute (SEI) <https://www.salesexecutiveinstitute.com/>
- 2020 – present Growmotor <https://www.growmotor.io>
- 2003 – present Silloyd Lagos, Nigeria

## **SERVICE**

### **UNIVERSITY COMMUNITY**

- 2022 – present, Co-chair, Undergraduate Academic Policy Committee (UAPC)
- 2019 – present, Undergraduate Academic Policy Committee (UAPC)
- 2021 – present, Babson Digital Badging/Micro-Credentialing Committee
- 2021 – present, Academic Integration Committee for the Tarik Farid Franchise Institute
- 2021 – present, Co-leader, Babson’s Black Ebony Network (BEN), an Employee Resource Group- ERG
- 2021 – 2022 Dean of College Inclusion Excellence (DoCIE) Committee
- 2021 – 2022 Design team, Inclusive Teaching Training Program (ITTP)
- 2021 – 2022 Co-leader, monthly ITTP alumni conversations
- 2021 Marketing Faculty Recruiting Committee
- 2020/21 UAPC sub-committee on curriculum credit reduction
- 2013 – 2017 Member, Glavin Global Fellows Advisory Board
- 2013 – 2016 Member, Diversity and Inclusion Council
- 2012 – 2016 Member, Undergraduate Honors Program Council
- 2015 Member, Task Force to Assess MSM/MSEL Curriculum Redesign
- 2011 - 2015 Member, Babson Faculty Senate; Marketing Division Representative in the Senate
- 2013 – 2014 Member, MBA Core Courses Assessment/Review Committee
- 2013 Member, Marketing Division Faculty Recruitment Committee
- 2012 - 2013 Member, Task Force on Pre-Experience MBA Program (Design & Launch of MSEL)

- 2012 Search/Recruiting Committee (Division Chair)
- 2012 Search/Recruiting Committee (Chaired Professorship Position)
- 2012 Search/Recruiting Committee (Visiting Professor of Marketing)
- 2011 – 2012 Leader, Fast Track MBA Core Marketing Course Redesign Committee.
- 2011 Member, Babson Marketing Division Website Task Force
- 2011 Panel Moderator, Babson African Business Forum/Conference.
- 2010 Pioneer Faculty Co-Advisor: Babson Graduate Sales Club.
- 2010 – 2011 Supervision of Honors Student Thesis Project
- 2009/10 Committee Member, Babson Fast Track ABL2 Revision Task Force.
- 2009/10 Supervision of Independent Studies
- 2006 – 2007 Faculty Host, Boston University School of Management spring open house
- 2006 – 2007 Faculty Advisor, Boston University Mac Users Group.
- 2005 – 2008 Faculty Advisor, Boston University Indian Club (BUIC) [Biggest Club on campus]
- 2005 – 2008 Faculty Advisor, Boston University Singapore Collegiate Society
- 2005 Member, Academic Conduct Committee, Boston University School of Management
- 2004 – 2008 Undergraduate Program Liaison Officer (Marketing), Boston University School of Management
- 2003 – 2006 Expert resource faculty: African Presidential Archives and Research Center at Boston University
- 2005 Faculty Host Volunteer: BU School of Management Spring Open House (UPO).
- 2004 Faculty Host Volunteer: BU School of Management Spring Open House (UPO).
- 2003 Referee: Entrepreneurial Management Institute, Boston University School of Management; Annual Business Ideas Competition.
- 1990 – 1991 National Youth Service Corps: One-year community service involving supervision of renovations to dilapidated community buildings in Nsukka, Nigeria.
- 1993 – 1999 (*Part time*): Niger Welfare Foundation (a local NGO in Nigeria): I was the project director and liaison officer (for partner European NGOs) in the construction of a 40 bed-hospital with laboratory in Enugu State, Nigeria.
- 1990 – 1991 National Youth Service Corps: One-year community service involving supervision of renovations to dilapidated community buildings in Nsukka, Nigeria.
- Summer 1989 Educational Co-operation Society (NGO): Designed and supervised a work camp for 20 university students in a rural village in Nigeria.

## **PROFESSIONAL/ACADEMIC ASSOCIATIONS**

- Member, Editorial Board, Organizations and Markets in Emerging Economies
- Reviewer: Journal of Marketing.
- Reviewer: Journal of Business Research
- Reviewer: Journal of Marketing Theory and Practice
- Reviewer: European Journal of Marketing
- Reviewer: International Marketing Review
- Reviewer: International Journal of Bank Marketing
- Reviewer: Journal of Personal Selling & Sales Management.
- Reviewer: International Journal of Research in Marketing.
- Reviewer: Marketing Science Institute.
- Reviewer: Recherche et Applications en Marketing (RAM Journal).
- Reviewer: Academy of Marketing Science Conference.
- Reviewer: Business-to-Business Track- American Marketing Association (AMA)
- Winter Educators' Conference.

Reviewer: Global Sales Science Institute (GSSI) Conference  
Reviewer: Academy of Marketing Science (AMS) 2015 world conference  
Reviewer: Academy of Marketing Science (AMS) 2013 conference  
Reviewer: American Marketing Association (AMA) 2013 Summer Educators  
Conference  
2014 Winter AMA Educators' Conference: Track Co-Chair (Global/Cultural  
Marketing)

## MEMBERSHIP ON DOCTORAL DISSERTATION COMMITTEE

1. Renato Fernandes [DBA ongoing; University of Rhode Island, College of Business]  
Role: Official Mentor
2. Moses Senesie: [DBA discontinued; University of Rhode Island, College of Business]  
Role: Official Mentor
3. Simon O. Akpa: [PhD 2017; International School of Management (ISM), Paris, FRANCE:  
"Governance Mechanisms in Open Air Markets"  
Role: Thesis Supervisor.
4. Mireia Las Heras Maestro: [DBA 2009; Boston University School of Management]:  
"Psychological Career Success, Preferred Success Set and Its Dynamism Over Time"  
Role: Member of Dissertation Committee with Douglas (Tim) Hall and Kathy Kram

## MISCELLANEOUS INFORMATION

**Professional Memberships:** American Marketing Association (AMA)  
Academy of Marketing Science (AMS)

**Countries lived in:**

Nigeria  
Spain  
Italy  
France  
Mexico  
United States of America

**Languages:**

English	Fluent
Spanish	Fluent
French	Fluent
Italian	Advanced
Ibo	Fluent
Yoruba	Fluent
Portuguese	Advanced

German	Good working knowledge
Catalan	Good working knowledge
Pidgin English	Fluent

## REFEREES

Lauren Beitelspacher, PhD  
Ken and Nancy Major Romanzi Term Chair in Marketing  
Professor, Chair- Marketing Division  
Marketing Division  
Babson College  
Email: [lbeitelspacher@babson.edu](mailto:lbeitelspacher@babson.edu)

Michael Segalla, PhD  
Professor  
HEC Paris School of Management  
1 rue de la Libération  
78351 Jouy-en-Josas Cedex, FRANCE  
Email: [segalla@hec.fr](mailto:segalla@hec.fr)

Dawn Iacobucci, PhD.  
E. Bronson Ingram Professor of Management in Marketing  
Owen Graduate School of Management  
Vanderbilt University  
Email: [dawn.iacobucci@Vanderbilt.Edu](mailto:dawn.iacobucci@Vanderbilt.Edu)