

# FACULTY DATA SHEET

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## EDUCATION

- Doctoral Degree: 2007, University of Houston, PhD  
Major: Marketing  
Dissertation Title: Relationship Effectiveness and Key Account Performance: Assessing Inter-Firm Fit between Buying and Selling Organizations
- Master's Degree: 1995, Indiana University, Bloomington, MBA  
Major: Marketing
- Bachelor's Degree: 1990, Baylor University, BA  
Major: Journalism and Marketing

## PROFESSIONAL EXPERIENCE

- University of Tennessee at Chattanooga, Assistant Professor (2007-Present)
- Accenture, Global consulting firm  
Senior Manager Strategy Practice, Retail Vertical (2000-2002)
- Kurt Salmon Associates, Retail and consumer products consulting firm  
Senior Manager Strategy Practice (1995-2000)
- Baylor University, Assistant Director, School Relations (1990-1993)

## TEACHING

- Introduction to Professional Selling, Undergraduate  
Sales and Sales Management, Undergraduate  
Basic Marketing, Undergraduate  
Business-to-Business Marketing, Undergraduate  
Sales and Sales Management, Graduate

## **INTELLECTUAL CONTRIBUTIONS/RESEARCH**

“Measuring Customer Relationship Management: Finding Value Drivers,”  
*Industrial Marketing Management*, 37 (2), 2008, 120-130, Authors: Richards,  
Keith A. and Eli Jones. (DBR)

## **PROFESSIONAL DEVELOPMENT**

### **SERVICE**

Member, Graduate Curriculum and Improvement Committee  
Moderator, Clarence E. Harris Entrepreneurial Forum.

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association

## **HONORS AND AWARDS**

Winner, Outstanding Teacher, Program for Excellence in Selling, University of  
Houston 2006  
AMA Sales SIG / DSEF Sales Dissertation Research Grant Winner 2006  
ISBM Dissertation Competition Finalist 2006  
AMA Sheth Foundation Doctoral Consortium Fellow 2006  
National Conference in Sales Management, Doctoral Fellow 2006  
Winner, Provost's GA Teaching Excellence Award, University of Houston 2006  
National Conference in Sales Management, Doctoral Fellow 2005  
University of Houston - Doctoral Fellowship 2003-2007  
University of Houston - Presidential Scholarship 2003, 2004