

**Phillip Wiseman
Curriculum Vitae**

Email: Phillip.Wiseman@ttu.edu

Academic Appointments

2022 – Present Assistant Professor of Marketing
Texas Tech University, Rawls College of Business

Education

2016 – 2022 PhD, University of Houston
Primary Field (Supporting Field): Marketing (Econometrics)
Honors/Distinctions: Graduated with Honors

2012 – 2014 MBA, Rollins College, Crummer Graduate School of Business
Concentration: Marketing
Honors/Distinctions: Graduated First in Class

2007 – 2011 BA, The George Washington University
Major: Sociology
Honors/Distinctions: Graduated Magna Cum Laude

Research Interests

Substantive: Selling and Sales Management, Digital Transformation of Marketing

Methodological: Econometrics, Experiments (Field and Lab)

Publications

Habel, Johannes, Nathaniel Hartmann, Phillip Wiseman, Michael Ahearne, and Shashank Vaid (2025), “Sales Pipeline Technology: Automated Lead Nurturing,” *Journal of Marketing*, forthcoming.

Wiseman, Phillip, Sascha Alavi, Johannes Habel, and Pia Anna Ehlig (2025), “Customer-Centric Contract Changes,” *Journal of Marketing Research*, forthcoming.

Pourmasoudi, Mohsen, Phillip Wiseman, Michael Ahearne, and Zachary Hall (2024), “Enabling Comparability of Responses in International Sales Force Surveys: Evidence from a Cross-National Survey of Salespeople and Sales Managers,” *Journal of International Marketing*, 32 (1), 15-32.

Wiseman, Phillip, Michael Ahearne, Zachary Hall, and Seshadri Tirunillai (2022), “Onboarding Salespeople: Socialization Approaches,” *Journal of Marketing*, 86 (6), 13-31.

Journal Papers Under Review/Revision

“Title Excluded for Double-Blind Review Process,” Irene Nahm, Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman.

Status: Revising for 3rd round review at *Journal of Marketing*

Working Papers

“Noncash Incentives and the Sales Force: The Power of Wishlists,” Mohsen Pourmasoudi, Phillip Wiseman, and Michael Ahearne.

“Resilience in Salesperson-Customer Relationships in the Wake of a Natural Disaster: Insights from Hurricane Harvey,” Phillip Wiseman, Michael Ahearne, Irene Nahm, and Seshadri Tirunillai.

“Unemployment and Service Quality,” Michael Ahearne, Jeff Boichuk, Johannes Habel, Victor Nogueira, and Phillip Wiseman.

Work in Progress

“How Do Direct Sellers Build their Sales Networks?” Phillip Wiseman, Lamar Pierce, and Dennis Zhang.

Academic Conference Presentations

Wiseman, Phillip (*Presenter*), Sascha Alavi, Johannes Habel, and Pia Anna Ehlig (2024), “Goodwill, Trust, and Customer Relationships,” *American Marketing Association Winter Conference*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2024), “Natural Disasters, Trust, and Relationship Management,” *American Marketing Association Winter Conference*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2023), “High Tech, Not Low Touch: How to Effectively Manage B2B Customers Across Digital and Sales Force Channels,” *European Marketing Academy Annual Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, and Mohsen Pourmasoudi (2023), “Noncash Incentives and the Sales Force: The Power of Wishlists,” *American Marketing Association Winter Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Jeffrey Boichuk, Johannes Habel, and Victor Nogueira (2022), “The Unemployment Rate and Customer Satisfaction,” *American Marketing Association Winter Conference*.

Pourmasoudi, Mohsen (*Presenter*), Michael Ahearne, and Phillip Wiseman (2022), “Cash Versus Noncash Sales Incentives: The Value of Loss Framing,” *American Marketing Association Winter Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Irene Nahm (2021), “Mitigating the Impact of Natural Disasters on Salesperson-Customer Relationships within Business Markets” *JMR Special Issue on Mitigation in Marketing Workshop*.

Nogueira, Victor (*Presenter*), Michael Ahearne, and Phillip Wiseman (2021), “Does Unemployment Improve Customer Satisfaction? Evidence from the Field,” *American Marketing Association Winter Conference*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2020), “Transitioning Customers from Salespeople to Digital Channel in Business-to-Business Markets: A Field Study Examining the Drivers of the Treatment Effect,” *Organizational Frontlines Research Symposium*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Zachary Hall, and Seshadri Tirunillai (2019), “How Should Firms Onboard New Salespeople? The Relative Efficacy of Centralized Vs. On-The-Job Training,” *American Marketing Association Winter Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, Zachary Hall, and Victor Nogueira (2019), “Examining Drivers of Sales Manager Effectiveness Across Countries: An Application of Anchoring Vignettes,” *American Marketing Association Winter Conference*.

Mixed Audience (Academic and Practitioner) Conference Presentations

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2023), “High Tech, Not Low Touch: How to Effectively Manage B2B Customers Across Digital and Sales Force Channels,” *The Thought Leadership on the Sales Profession Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, and Mohsen Pourmasoudi (2023), “Noncash Incentives and the Sales Force: The Power of Wishlists,” *The Thought Leadership on the Sales Profession Conference*.

Wiseman, Phillip (*Presenter*), Michael Ahearne, and Mohsen Pourmasoudi (2021), “Cash Versus Non-Cash Sales Incentives and Framing of Losses,” *Theory + Practice in Marketing Conference*.

Nahm, Irene (*Presenter*), Michael Ahearne, Seshadri Tirunillai, and Phillip Wiseman (2019), “Transitioning Customers from Salespeople to Digital Channel in Business-to-Business Markets: A Field Study Examining the Drivers of the Treatment Effect,” *Theory + Practice in Marketing Conference*.

Practitioner Conference Presentations

Alazzam, Nabeil (*Panelist*), Frank Cespedes (*Panelist*), and Phillip Wiseman (*Panelist*) (2024), Revenue Psychology: Exploring the Behavioral Science of Sales Incentives,” *Forma.AI: Nudge 2024 Conference*.

Ahearne, Michael (*Presenter*), Phillip Wiseman (*Presenter*), Adrian Voorkamp (*Panelist*), and Damian Ferguson (*Panelist*) (2019), “Symposium on Sales Organization Learning and Development: Research and Insights on Emerging Practice,” *Sales Management Association: Sales Force Productivity Conference*.

Invited Talks

10/2021	Tilburg University, Tilburg School of Economics and Management
10/2021	University of Virginia, Darden School of Business
10/2021	University of Texas at Austin, McCombs School of Business
10/2021	Texas Tech University, Rawls College of Business
9/2021	University of Tennessee at Knoxville, Haslam College of Business
9/2021	Santa Clara University, Leavey School of Business

Recognitions

2/2020	OFR Symposium: Young Scholar Research Award
8/2019, 9/2021	University of Houston: Commendation for Outstanding Performance in Teaching
2/2019	AMA Winter Academic Conference: Best Paper in Track – Personal Selling and Sales Management

Grants

3/2023	Rawls College of Business Research Support Grant <u>Amount of Funding:</u> \$5,000
9/2022	Rawls College of Business Research Support Grant <u>Amount of Funding:</u> \$3,300

Practice-Oriented Publications and Other Media Contributions

3/2024	“Best Practices in Onboarding Salespeople” <i>Keller Center (Baylor University) Research Report</i> https://kellercenter.hankamer.baylor.edu/news/story/2024/best-practices-onboarding-salespeople
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4/2022

“Does Business Goodwill Pay Off?”

Bauer Business Focus (Radio Segment on Houston Public Media)

<https://www.houstonpublicmedia.org/articles/shows/bauer-business-focus/2022/04/18/423454/does-business-goodwill-pay-off/>

Teaching Experience

Texas Tech University – Personal Selling

Semester	Sections	Instructional Format	Section Average	Section Range
Spring 2024	2	In Person	4.70/5.00	4.63 – 4.78
Spring 2023	2	In Person	4.82/5.00	4.79 – 4.84
Fall 2022	1	In Person	4.87/5.00	N/A

Texas Tech University – Sales Management

Semester	Sections	Instructional Format	Section Average	Section Range
Spring 2024	1	In Person	4.56/5.00	N/A

University of Houston – Marketing Strategy and Planning

Semester	Sections	Instructional Format	Section Average	Section Range
Spring 2022	2	Synchronous Online	4.89/5.00	4.86 – 4.92
Fall 2021	2	Synchronous Online	4.91/5.00	4.82 – 5.00
Summer 2021	1	Synchronous Online	4.75/5.00	N/A
Summer 2019	1	In Person	4.94/5.00	N/A

Institutional and Professional Service

2023 – Present	Marketing and Supply Chain Management Scholarship Committee <u>Role:</u> Co-Chair
2019 – 2022	Steering Committee for the C.T. Bauer College of Business’ 2020-2025 Strategic Plan <u>Role:</u> Member (Representative for Doctoral Students)
2017 – 2021	AMA DocSIG <u>Role:</u> Vice Chair of Productivity Research
2021/2019/2018	University of Houston 38 th /37 th /36 th Marketing Doctoral Symposium <u>Role:</u> Faculty Nominated Organizer
2019/2017	4 th /3 rd Thought Leadership on the Sales Profession Conference <u>Role:</u> Coordinator

Professional Service to Journals

Ad Hoc Reviewer

2023 – Present	Journal of Marketing
2023 – Present	Journal of the Academy of Marketing Science
2024 – Present	Journal of Personal Selling and Sales Management

Consortiums, Workshops, and Camps

10/2023	ISMS Early-Career Scholars Camp
6/2021	ISMS Doctoral Consortium
6/2020	AMA-Sheth Foundation Doctoral Consortium
2/2020	Marketing Strategy Consortium
2/2019	Quantitative Marketing and Structural Econometrics Workshop

Industry Work Experience

2/2014 – 7/2016	The Norman Group , Orlando, Florida <i>Business Analyst</i>
2/2013 – 12/2013	John Wiley and Sons , Orlando, Florida <i>Marketing Department Project Management Intern (MBA Internship)</i>

Programming, Data Collection, and Analysis Skills

STATA, R, SPSS, MATLAB, SQL, Qualtrics XM, Lighthouse Studio, Excel

Graduate Coursework

Marketing Management and Strategy	Michael Ahearne
Marketing Models	Sam Hui
Multivariate Methods in Marketing	James Hess
Marketing Research Methods	Edward Blair and Partha Krishnamurthy
Behavioral Constructs in Marketing	Vanessa Patrick
Decision Making and Well Being	Partha Krishnamurthy
Quantitative Economic Analysis	Vikram Maheshri
Econometrics I	Bent Sorensen
Econometrics II	Bent Sorensen
Applied Econometrics	Aimee Chin
Time Series Analysis	Christian Murray
Design of Experiments	Binod Manandhar
Social and Economic Networks: Models and Analysis (Coursera Course)	Matthew Jackson