

Joël Le Bon, Ph.D.
Marketing & Sales Professor
Co-Founder & Executive Director, The Digital Business Development Initiative

JOHNS HOPKINS UNIVERSITY, CAREY BUSINESS SCHOOL

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EDUCATION

NORTHWESTERN UNIVERSITY, KELLOGG SCHOOL OF MANAGEMENT | USA

I.T.P. International Teachers Program – 2010

PENNSYLVANIA STATE UNIVERSITY, Smeal College of Business | USA

Post-Doctoral Studies, ISBM Institute for the Study of Business Markets – 1998/1999

PARIS DAUPHINE UNIVERSITY | FRANCE

Ph.D. in Marketing (Summa Cum Laude) – 1998

Master of Science in Marketing and Strategy – 1991

Bachelor of Arts in Management Science – 1990

ACADEMIC EMPLOYMENT & EXPERIENCE

JOHNS HOPKINS UNIVERSITY, CAREY BUSINESS SCHOOL | USA

Full Professor, Practice Track – 2021/–

Associate Professor, Practice Track – 2018/2021

Co-Founder & Executive Director, The Digital Business Development Initiative – 2020/–

Faculty Director for Leadership in Digital Marketing & Sales Transformation, Exec. Ed. – 2018/2019

EMLYON BUSINESS SCHOOL | FRANCE

Adjunct Professor, MSc in Global Sales Excellence – 2025/–

UNIVERSITY OF HOUSTON, C.T. BAUER COLLEGE OF BUSINESS | USA

Clinical Professor – 2010/2018

Director of Professional Development, Stephen Stagner Sales Excellence Institute – 2015/2018

Director of Executive Education, Stephen Stagner Sales Excellence Institute – 2010/2015

ESSEC BUSINESS SCHOOL | SINGAPORE & FRANCE

Associate Professor of Marketing (Singapore Campus) – 2007/2010

Head of the Marketing Department – 2004/2006

Assistant Professor of Marketing (Paris Campus) – 1999/2006

UNIVERSITY OF HOUSTON, C.T. BAUER COLLEGE OF BUSINESS | USA

Visiting Research Scholar, Stephen Stagner Sales Excellence Institute – 2006/2007

ESSEC BUSINESS SCHOOL | FRANCE

Adjunct Professor of Marketing & Research Assistant – 1993/1994

PARIS DAUPHINE UNIVERSITY | FRANCE

Adjunct Professor of Marketing – 1991/1998

INDUSTRY & CONSULTING EXPERIENCE

CONSULTING ACTIVITIES

Customized Research, Consulting & Executive Training – 2001/–
Sales Management & Leadership Assessment, Digital Sales Transformation & Strategy, Marketing & CRM Strategy

XEROX FRANCE

Strategic Account Manager – 1991/1993
Managed customer relationships with multinational companies of the Telecom industry
Promoted European Strategic Account Manager

OFUP

District Sales Manager – 1989/1990
Led, managed, trained, coached 7 Area Sales Managers responsible of 120 Sales Associates
Managed institutional relationships with key accounts in higher education
Developed and implemented marketing and sales programs
Achieved All-Time Highest Customer Retention Rate

Area Sales Manager – 1988/1989
Managed, trained, coached 17 Sales Associates
Achieved All-Time Highest Market Penetration Rate

Sales Associate – 1986/1988
Sold newspaper and magazine subscriptions
Achieved All-Time Top Producer (#1/2,800 Sales Associates)

HONORS & AWARDS

- Recipient, Johns Hopkins University Carey Business School Dean's Award for Faculty Excellence, 2021, 2020, 2019
- Winner, University of Houston University-Wide Teaching Excellence Award, Instructional - \$8,000, 2018
- Listed in the Marquis Who's Who in America, 2018
- Listed in the Marquis Who's Who Albert Nelson Lifetime Achievement Recognition, 2017
- Winner, SMA Society for Marketing Advances Axxess Capon Distinguished Teacher Award, USA, 2017
- Winner, AMS Academy of Marketing Science Lamb-Hair-McDaniel Outstanding Marketing Teacher Award, USA, 2017
- Winner, AMA American Marketing Association Sales Special Interest Group Excellence in Teaching Award, USA, 2016
- Winner, University of Houston University-Wide Group Teaching Excellence Award - \$7,500, 2016
- SMA Society for Marketing Advances Certificate of Excellence in Distinguished Teaching Award, USA, 2015
- Winner, University of Houston Bauer College of Business Wayne & Kathryn E. Payne Award for Excellence in Teaching - \$2,500, 2014
- Best Paper Award, GSSI Conference - Global Sales Sciences Institute, London, UK, 2014
- Irwin/McGraw Hill Steven J. Shaw Overall SMA Conference Best Paper Award - Society for Marketing Advances, Memphis, USA, 2011
- Best Paper Award, SMA Conference, Sales and Sales Management Track - Society for Marketing Advances, Memphis, USA, 2011

- Best Paper Award, AMA Winter Educators' Conference, Interorganizational Issues Track - American Marketing Association, Tampa, USA, 2009
- Best Paper Award, AMA Summer Educators' Conference, Sales and Sales Management Track - American Marketing Association, San Diego, USA, 2008
- Winner, AMA American Marketing Association Prentice Hall's Solomon-Marshall-Stuart Teaching Award for Innovative Excellence in Marketing Education, USA, 2007 (*First winner non-affiliated with an American institution*)
- Listed in the Marquis Who's Who in the World, 2004
- IBM Faculty Award - \$28,000, 2002 (*First French winner*)
- Winner, AMA American Marketing Association Sales Special Interest Group Best Doctoral Dissertation Award, USA, 2000 (*First winner non-affiliated with an American institution*)
- Finalist, AFM - FNEGE Best Doctoral Dissertation Award, France, 2000
- Best Paper Award, AMA Summer Educators' Conference, Sales Force Management, Personal Selling and Channels of Distribution Track - American Marketing Association, San Francisco, USA, 1999
- The FNEGE (French National Foundation for Management Education) Research Scholarship, France - \$19,000, 1998
- Best Doctoral Student Paper Award - National Conference in Sales Management, Norfolk, USA, 1998
- Best Dissertation Proposal in Management Award - The Paris University Chancery Scholarship, France - \$15,000, 1993
- Best Dissertation Proposal in Social Sciences Award - The Cetelem Foundation Scholarship, France - \$13,000, 1993

PUBLICATIONS & RESEARCH

BOOKS

- Le Bon J. and Herman C. (2015), *Key Account Management: Strategies to Leverage Information, Technology, and Relationships to Deliver Value to Large Customers*, New York, NY: Business Expert Press.
- Le Bon J. (2014), *Competitive Intelligence and the Sales Force: How to Gain Market Leadership through Competitive Intelligence*, New York, NY: Business Expert Press.

REFEREED JOURNALS

- Dugan R., Rangarajan D., Bolander W., Bolman Pullins E., Davis L., Deeter-Schmelz D., Le Bon J., Agnihotri R. (2020), Sales Management, Education, and Scholarship Across Cultures: Early Findings from a Global Study and an Agenda for Future Research, *Journal of Personal Selling and Sales Management*, 40(3), 198-212. (All authors contributed equally).
- Dixon A., Le Bon J., and Wieseke J. (2019), Perspectives on International Collaboration in Sales Research: Introduction to the Special Issue, Special Issue Guest Co-Editor, *Journal of Personal Selling and Sales Management*, 39(4), 317-318. (All authors contributed equally).
- Hughes D., Le Bon J., and Rapp A. (2013), Gaining and Leveraging Customer-Based Competitive Intelligence: The Pivotal Role of Social Capital and Salesperson Adaptive Selling Skills, *Journal of the Academy of Marketing Science*, 41, 91-110. (All authors contributed equally).

- Hughes D., Le Bon J., and Malshe A. (2012), The Marketing-Sales Interface at the Interface: Creating Market-Based Capabilities through Organizational Synergy, *Journal of Personal Selling and Sales Management*, 22 (1), 57-72. (All authors contributed equally).
- Le Bon J. and Hughes D. (2009), The Dilemma of Outsourced Customer Service and Care: Research Propositions from a Transaction Cost Perspective, *Industrial Marketing Management*, 38, 4, 391-397. (Both authors contributed equally).
- Le Bon J. and Merunka D. (2006), The Impact of Individual and Managerial Factors on Salespeople's Contribution to Marketing Intelligence Activities, *International Journal of Research in Marketing*, 23, 4, 395-408.
- Le Bon J. (2006), La force de vente et les activités d'intelligence économique (The Sales Force and Competitive Intelligence Activities), *Revue Française de Gestion*, 32, 163, 15-30.
- Le Bon J. (2003), Capital de marque et internet : les nouveaux enjeux de l'e-communication de l'insatisfaction des clients (Brand Equity and the Internet : The New Issues in the E-Communication of Customer Dissatisfaction), *Revue Française de Gestion*, 29, 145, 187-201.
- Le Bon J. (1997), Contribution des vendeurs aux activités de veille marketing et commerciale: D'un cadre conceptuel aux opportunités de recherche (Salespeople's Contribution to Competitive Intelligence Activities: From a Conceptual Framework to Research Opportunities), *Recherche et Applications en Marketing*, 12, 3, 5-24.

CHAPTERS AND OTHERS

- Le Bon J. (2022), Sales Enablement: Enabling Sales Teams, Sales Conversations, and Market Shares, *Sales Education Foundation Annual*, Issue 16, 8.
- Le Bon J. (2019), Reinventing and Retooling the Future of Sales Work with AI: A Moral Imperative for Sales Organizations and Educators, in C. Burmeister, *AI For Sales: How AI Is Changing Sales*, 124-139, Kindle Direct Publishing.
- Le Bon J. (2019), Foreword of the book AI For Sales, in C. Burmeister, *AI For Sales: How AI Is Changing Sales*, 3-4, Kindle Direct Publishing.
- Le Bon J. (2019), It's Not About the Sales Funnel, in *The Ultimate Guide to Sales Efficiency*, 9, LinkedIn Sales Solutions Publishing.
- Le Bon J. (2019), Demystifying the Social Selling Index, in *The State of Digital Selling with LinkedIn*, 5, Vengreso Publishing.
- Le Bon J. (2015), Training and Qualification: Developing a Competency Model to Assess Sales Leaders' Equity, in M. Zuech (ed.), *Handbook of Human Resources Management*, 1-16, Berlin: Springer Science+Business Media.
- Le Bon J. (2015), Why the Best Salespeople Get So Lucky, *Harvard Business Review Online*, HBR.org, April 13, 1-5, Harvard Business School Publishing.

- Le Bon J. (2013), Use Your Sales Force's Competitive Intelligence Wisely, *Harvard Business Review Online*, HBR.org, November 26, 1-3, Harvard Business School Publishing.
- Le Bon J. and Matsoukis L. (2009), Les délais de paiement en Asie : Une analyse de Singapour et Hong Kong (Payment Practices in Asia: An Analysis of Singapore and Hong Kong), in *Rapport 2009 de la Banque de France sur les Délais de Paiement*, section 6.1, 77-79, Editions de la Banque de France (French Central Bank Publishing), décembre, Paris : France.
- Le Bon J. (2009), Stimuler ses ventes sans simuler ses performances financières : Enjeux du crédit client, enjeux marketing et crise d'enjeux (Stimulating Sales without Simulating Financial Performances: Trade Credit Issues, Marketing Issues and Crisis Issues), in *Le leadership responsable*, chap. 14, 177-185, Gualino Lextenso Editions, Paris : France.
- Le Bon J. (2009), Foreword of the book *Optimisez sa trésorerie par le crédit client* (Optimizing the Treasury with Trade Credit) from Jean-Christophe Pic and Jean-Michel Erault, 11-12, Editions Vuibert, Paris : France.
- Ahearne M. and Le Bon J. (2001), The Definition of Sales, in *The World Book Encyclopedia*, 61-65, Chicago, World Book Publishing.
- Le Bon J. (2000), De l'intelligence économique à la veille marketing et commerciale : vers une nécessaire mise au point conceptuelle et théorique (From Competitive Intelligence to Marketing Intelligence: Towards a Necessary Conceptual and Theoretical Reflection), in *Encyclopédie de la Vente et de la Distribution*, chap. 15, 237-267, Bloch A. et Macquin A. eds, Paris, Economica.

ACADEMIC CONFERENCES

- Le Bon J. (2025), The Intelligence Showdown: Enhancing Salespeople's Hard and Soft Skills with Human and Artificial Intelligence, *Academy of Marketing Science World Marketing Congress AMS Website*, June, Dijon, France.
- Le Bon J. (2025), Revenue Enablement: Concept, Framework, and Managerial Challenges for a Revenue Enablement Ecosystem and Readiness, *Academy of Marketing Science AMS Website*, May, Montreal, Canada.
- Le Bon J. (2022), Marketing in Global Environment: Toward a Global Sales Enablement Readiness Framework, *Society for Marketing Advances Conference Proceedings*, November, Charlotte, U.S.A.
- Le Bon J., Lurie P., Beaulieu M., Watt S. (2022), Salespeople's Earned Social Media and Enablement: Understanding and Enhancing the Salespeople's Digital and Social Selling Influence, *Academy of Marketing Science Proceedings*, May, Monterey, U.S.A.
- Mehl E. and Le Bon J. (2019), Digital Sales: Towards a Research Framework and Agenda on Digital Listening, *Global Sales Science Institute Conference Proceedings*, June, Panama City, Panama.
- Mehl E. and Le Bon J. (2019), Social Listening: Adapting Customer and Competitive Intelligence to the Digital Era, *Academy of Marketing Science Proceedings*, May, Vancouver, Canada, U.S.A.
- Le Bon J. (2018), The Customer Compromise and ComproScore: Toward a New Concept and Metric to Assess Customer Satisfaction, Buying Process, and Loyalty, *Academy of Marketing Science World Marketing Congress Proceedings*, June, Porto, Portugal.

- Ohiomah A., Benyoucef M., Andreev P., Kuziemy C., Hood D., Le Bon J. (2018), Best Practices for Inside Sales Professionals: An Historical Analysis, *Academy of Marketing Science Proceedings*, May, New Orleans, Louisiana, U.S.A.
- Ohiomah A., Benyoucef M., Andreev P., Kuziemy C., Hood D., Le Bon J. (2018), Big Data Analytics for Inside Sales Lead Optimization, Or Engaging Customers When it Matters the Most, *AMA Winter Educators' Conference Proceedings*, February, New Orleans, Louisiana, U.S.A.
- Le Bon J. (2016), The Accidental Salesperson: Can Inexperienced Sales Professionals Get Lucky Without Working Smart or Hard? *Academy of Marketing Science World Marketing Congress Proceedings*, July, Paris, France.
- Le Bon J. (2016), When Buyers Bring Good Fortune: The Impact of Luck on Salespeople's Morale, Intention to Leave their Company and the Sales Profession, *Global Sales Science Institute Conference Proceedings*, June, Birmingham, England.
- Le Bon J. (2016), Lucky Happenstance for Young Sales Professionals Or Would You Rather Work Hard or Smart to Get Lucky, *National Conference in Sales Management Proceedings*, March, Milwaukee, U.S.A.
- Le Bon J. (2015), It's Not about the Buying Customer, It's About the Paying One: Sales Skills that Make Customers Pay Faster, *Global Sales Science Institute Conference Proceedings*, June, Hiroshima, Japan.
- Le Bon J., Hughes D., Wyatt S., and Merunka D. (2015), Protecting Brand Value: Walking the Talk After the Sale, *Academy of Marketing Science Proceedings*, May, Denver, U.S.A.
- Le Bon J. (2015), It's Not Just About Sales Skills: Teaching Young Sales Professionals the Look of Luck!, Best Practices in Sales Education Track, *National Conference in Sales Management Proceedings*, April, Houston, U.S.A.
- Le Bon J. (2015), I Believe in Luck, Therefore I Sell: The Role of Serendipity in Inexperienced Sales Professionals' Performance, *National Conference in Sales Management Proceedings*, April, Houston, U.S.A.
- Le Bon J. (2014), Serendipity and Personal Selling: Exploring and Leveraging the Effect of Luck on Young Sales Professionals' Self-Efficacy and Performance, *Society for Marketing Advances Conference Proceedings*, November, New Orleans, U.S.A.
- Le Bon J. (2014), From Managing Sales Activities to Managing Luck: Can We Attribute Sales Performance to Luck? *Global Sales Science Institute Conference Proceedings*, June, Portsmouth, England. **(Best Paper Award)**.
- Le Bon J. (2014), Engaging Inexperienced Salespeople to Work Hard to Be Lucky: Towards the Attribution of Sales Performance to Luck, *Academy of Marketing Science Proceedings*, May, Indianapolis, U.S.A.
- Le Bon J. and Merunka D. (2014), Engaging Customer Preference through Trade Credit: An Investigation of the Impact of Payment Terms on Brand Equity, *Academy of Marketing Science Proceedings*, May, Indianapolis, U.S.A.
- Le Bon J. (2013), Predicting Business Customer Potential Disloyalty and Share of Wallet: Proposition of a New Theory and Moderating Effects, *Academy of Marketing Science Proceedings*, May, Monterey, U.S.A.
- Le Bon J., Rapp A., and Hughes D. (2012), Competing with Competitive Intelligence: When Salespeople's Customer-Based Information Impact Firm Performance, *AMA Winter Educators' Conference Proceedings*, February, St Petersburg, Florida, U.S.A.

- Le Bon C., Merunka D., and Le Bon J. (2012), A New Explanation of Loyalty towards Fashion Products: Fashion Equity, *American Psychological Association Proceedings*, August, Orlando, U.S.A.
- Le Bon J., Rapp A., Hughes D., and Andzulis J. (2011), Competitive Intelligence Diffusion in the Buyer-Seller Exchange Process: The Influence on Product Competitiveness, Customer Satisfaction, and Brand Preference, *Society for Marketing Advances Conference Proceedings*, November, Memphis, U.S.A. **(Irwin/McGraw Hill Steven J. Shaw Overall Conference Best Paper Award & Best Paper Award Sales & Sales Management Track)**.
- Le Bon J. (2011), Avoiding and Collecting Customers' Late Payment: An Investigation of the Influential Role of Salespeople, *AMA Winter Educators' Conference Proceedings*, February, Austin, U.S.A.
- Le Bon J. and Rapp A. (2010), Assessing the Impact of Salespeople's Field-Based Competitive Intelligence on Product Competitiveness and Brand Preference, *AMA Winter Educators' Conference Proceedings*, February, New Orleans, U.S.A.
- Le Bon J. (2009), When Companies' Cash Flow and Sustainability is at Stake: An Analysis of Salespeople's Role in the Collection of Customers' Late Payment, *Australian New Zealand Marketing Academy Proceedings*, December, Melbourne, Australia.
- Le Bon J. and Hughes D. (2009), When Things Go Wrong: Relying on Customer Service to Maintain Brand Preference, Loyalty, and Share of Wallet, *AMA Summer Educators' Conference Proceedings*, August, Chicago, U.S.A.
- Le Bon J. (2009), Facilitating and Accelerating the Collection of Customer's Late Payment: The Key Role of the Sales Organization, *National Conference in Sales Management Proceedings*, March, Norfolk, U.S.A.
- Le Bon J. (2009), Appraising, Predicting, and Preventing Business Customer Dissatisfaction and Disloyalty: Highlights and Impacts of a Marketing and Accounting Initiative, *AMA Winter Educators' Conference Proceedings*, February, Tampa, U.S.A. **(Best Paper Award Interorganizations Issues Track)**.
- Le Bon J. (2008), Cross-Functional Customer Management: Foreseeing B2B Services Customer Dissatisfaction and Disloyalty With a Marketing & Accounting Governance, *Australian New Zealand Marketing Academy Proceedings*, December, Sydney, Australia.
- Le Bon J. (2008), Understanding and Assessing the Power of the Sales Organization in Accelerating Customers' Payment Delay, *AMA Summer Educators' Conference Proceedings*, August, San Diego, U.S.A. **(Best Paper Award Sales & Sales Management Track)**.
- Le Bon J. and Merunka D. (2008), Developing the Sales Force's Participation to Competitive Intelligence Activities: A Marketing and Sales Perspective, *Global Sales Science Institute Conference Proceedings*, June, Athens, Greece.
- Le Bon J. (2008), Investigating and Asserting the Influence of the Sales Force on the Prevention of Customers' Late Payment, *Academy of Marketing Science Proceedings*, May, Vancouver, Canada.
- Le Bon J. and Merunka D. (2008), Enhancing Sales Force's Productivity towards Competitive Intelligence Activities: A Marketing and Sales Responsibility, *Second Biennial Conference on Enhancing Sales Force Productivity Proceedings*, Christian-Albrechts-University at Kiel & Marketing Science Institute, May, Kiel, Germany.

- Le Bon J. and Merunka D. (2008), Salespeople's Participation in Competitive Surveillance: A Model and an Empirical Test in the French Legally Constrained Environment, Global Marketing Conference at Shanghai, *Korean Academy of Marketing Science Proceedings*, March, Shanghai, China.
- Le Bon J. and Merunka D. (2000), Stimuler l'effort des vendeurs envers les activités des vendeurs envers les activités de veille marketing : d'un modèle conceptuel aux évidences empiriques, *Actes du Congrès International de l'AFM*, May, Montréal, Canada.
- Le Bon J. and Merunka D. (1999), Explaining and Managing the Salespeople's Effort towards Competitive Intelligence: Evidences from the C.I.A. Salesperson Scale, *AMA Summer Educators' Conference Proceedings*, August, San Francisco, California, U.S.A. (**Best Paper Award Sales Force Management, Personal Selling and Channels of Distribution Track**).
- Le Bon J. and Merunka D. (1999), Few Salespeople Transmit Marketing Information to Managers, Does Motivation Count or else Attitude?, *Marketing Communications and Consumer Behavior Conference Proceedings*, June, La Londe les Maures, France.
- Le Bon J. and Merunka D. (1999), The C.I.A. Salesperson Scale: A New Scale to Measure the Competitive Intelligence Attitude of Salespeople, *The 28th EMAC Conference Proceedings*, competitive paper, May, Berlin, Germany.
- Le Bon J. and Merunka D. (1999), The Mediating Effect of Salespersons' Attitude towards Competitive Intelligence: Empirical Test and Managerial Considerations, *National Conference in Sales Management Proceedings*, April, New Orleans, Louisiana, U.S.A.
- Le Bon J. and Merunka D. (1999), Measuring the Competitive Intelligence Attitude of Salespeople: Validation of the C.I.A. Salesperson Scale, *AMA Winter Educators' Conference Proceedings*, February, St Petersburg, Florida, U.S.A.
- Le Bon J. and Merunka D. (1998), Salespeople's Contribution to the Marketing Information System: A Measurement of their Attitude towards Marketing and Sales Intelligence, *AMA Marketing Exchange Colloquium Proceedings*, July, Vienna, Austria.
- Le Bon J. (1998), C.I.A. Salesperson Scale: Towards a New Scale to Measure the Competitive Intelligence Attitude of Salespeople, *National Conference in Sales Management Proceedings*, April, Norfolk, Virginia, U.S.A. (**Best Doctoral Student Paper Award**).

CONFERENCES, WEBINARS, PODCASTS PRESENTATIONS

- Le Bon J. (2025), Digital Revolution and the Performance of Sales Organizations: Reinventing Skills in the War of Innovations, Markets, and Intelligences, *EmLyon Inaugural Conference of the MSc in Global Sales Excellence*, Keynote Address and Panel Moderator, January, Lyon, France.
- Terblanche N. (2024) (moderator), Connecting the Academy to Marketing Practice (panel discussion with Jean-Luc Herrmann, Professor, Lorraine University; Barry Babin, Professor, University of Mississippi; Myriam Bellaouaied, Senior Lecturer, University of the West of England Bristol; Joel Le Bon, Professor, Johns Hopkins University; Dwight Merunka, Professor, Aix-Marseille University; Dean Douglas, Lecturer, University of Mississippi), *Academy of Marketing Science World Marketing Congress*, June, Mauritius.

- Le Bon J. (2024) (moderator), Business Education & Leadership in Africa (panel discussion with Jeremy Charoux, Executive Director, Charles Telfair Education & President, Association of Private Higher Education Institutions; Jeremy Ruiters, Dean, African Leadership College; Manish Bundhun, Chief People Executive, Rogers), Academy of Marketing Science World Marketing Congress, June, Mauritius.
- Le Bon J. (2022), How To do or Not to do... Sales Engagement: Identifying AI's Place in Sales?, AA-ISP American Association of Inside Sales Professionals/Executive Retreat Conference, October, Tucson, U.S.A.
- Le Bon J. (2022), Sales Disrupted with AI: Can AI Engage More Effectively & Efficiently than Salespeople?, AA-ISP American Association of Inside Sales Professionals/DecisionLabs Sales Disrupted B2B Conference, September, Boston, U.S.A.
- Labate M. and Le Bon J. (2022), Data-driven Approach to Digital Selling via LinkedIn Sales Navigator, Intellias Webinar, February 14, Lviv, Ukraine.
- Le Bon J., Peterson R., Shea M. (2022), How to Maximize User Impact with an Effective Sales Technology Selection Process for Stakeholders & Reps, VendorNeutral Webinar, January 26, USA.
- Le Bon J. (2021) (moderator), Enabling Sales in a Globally Transformed World: Challenges & Opportunities for Sales Enablement (panel discussion with Alaa Abuzinadah, Sales Director, Oral Care & Distributor Operations Leader, P&G, Saudi Arabia; Rebecca Bell, Director of Operations, Office of the President, Zendesk, UK; Eunice Maina, Founder & CEO, Bismart Insurance, Kenya; Juliana Stancampiano, CEO, Oxygen, Sales Enablement Society Board of Directors President, USA; Phil Cleary, Senior Director of Sales Enablement APAC, Salesforce.com, Australia), AMA Summer Educators' Conference, Online, August, U.S.A.
- Le Bon J. (2021), From Social Networking to Digital Sales: Driving your LinkedIn Engagement for Sales Performance, N3-Accenture/Xero Virtual Selling Excellence Seminar, March, U.S.A.
- Le Bon J. (2020), From Social Networking to Digital Sales: Driving your LinkedIn Engagement for Sales Performance, N3-Accenture/Transporeon L300 Seminar, November, Ulm, Germany.
- Le Bon J. (2020), View From the Top: What We See Now and What's Coming from the CEO, Analyst and Academic Point of View (mainstage panel discussion with Doug Winter, CEO, Seismic; David Keane, CEO, Bigtincan; Peter Ostrow, VP/Principal Analyst, Sales Enablement Strategies, Forrester; moderated by Juliana Stancampiano, CEO, Oxygen), SES Sales Enablement Society Conference, Virtual, October, U.S.A.
- Le Bon J. (2020) (moderator), A Worldwide Pandemic & The Acceleration of Digital Sales Transformation: New Imperatives for Sales Organizations & Educators (panel discussion with Phillip Andersen, Managing Director & Partner at The BCG), AMA Summer Educators' Conference, Online, August, U.S.A.
- Le Bon J. (2020), Multi-Modality Teaching Sales & Covid-19: Experiential Encounters, SETT Sales Expert Think Tank, August 11, U.S.A.
- Le Bon J. (2020), Revenue Resiliency: Digital Sales and Marketing Transformation Opportunities in Uncertain Times, N3-Accenture/Selling Power Sales Leadership Forum, June 17, U.S.A.
- Dover, H., Le Bon J., Petersen R. (2020), Where Sales Enablement is Heading, Inside Sales Enablement Podcast, Episode 37, Scott Santucci and Brian Lambert Production, InsideSE.com, May 20, U.S.A.

- Boileau K., Labate M., Le Bon J. (2020), Attaining Revenue Targets in the Face of Change & Uncertainty, SAP.iO Fund & Foundry Webinar, April 6, Berlin, Germany.
- Le Bon J. (2020), Exploring Solutions During the Current Covid-19 Crisis (panel discussion with Chris Beall, CEO, ConnectAndSell; Andrew Ching, Professor of Business, Economics & Public Health, Johns Hopkins University Carey Business School; Mary Delaney, President, Software & Services, CareerBuilder; Gerhard Gschwandtner (moderator), CEO, SellingPower), The Science of Digital Business Development Initiative/SellingPower Virtual Sales Leadership Forum & Covid-19, March 20, U.S.A.
- Le Bon J. (2020), Create Your Peak Performance Mindset (panel discussion with Umar Hameed, CEO, No Limit Selling; Gerhard Gschwandtner (moderator), CEO, SellingPower), Sales 3.0 Conference, March, Orlando, Florida, U.S.A.
- Le Bon J. (2020) (moderator), From Sales Enablement to Corporate Enablement: Building Lifelong Learning Organizations (panel discussion with Elay Cohen, CEO, SalesHood; Barbara Humpton, CEO, Siemens USA; Sheevaun Thatcher, Head of Global Sales & Growth Enablement, RingCentral), Johns Hopkins Carey Business School Online CRM Class Virtual Conference Panel Discussion, March 10, U.S.A.
- Le Bon J. (2019), AI for Sales: Reinventing and Retooling the Future of Sales Work with AI (panel discussion with Chad Burmeister (moderator), CEO, ScaleX.ai; Dan Cilley, Co-Founder, Vendor Neutral; Anita Nielsen, President, LDK Advisory Services; Michelle Seger, Partner, SalesGlobe), IST Institute of Sales Transformation, November, Miami, Florida, U.S.A.
- Le Bon J. (2019), Radical Changes in the Customer Journey Demand Radical Changes in Customer Engagement & New Key Performance Indices (with Michael Labate, Head of Program Development & Operations, Digital Selling, SAP), IST Institute of Sales Transformation, Keynote Address, November, Miami, Florida, U.S.A.
- Le Bon J. (2019) (moderator), Thought Leadership Think Tank; Books of Leaders: Meet the Authors, Enable Your Journey (panel discussion with Elay Cohen, CEO, SalesHood; Tiffani Bova, Growth & Innovation Evangelist, Salesforce.com; Cory Bray, Managing Director, ClozeLoop; Juliana Stancampiano, CEO, Oxygen), SES Sales Enablement Society Conference, October, San Antonio, Texas, U.S.A.
- Le Bon J. (2019), AI for Sales: Account Targeting & Go-To-Market (panel discussion with Chad Burmeister (moderator), CEO, ScaleX.ai; Joe Andrews, VP Marketing, InsideView), ScaleX.ai AI for Sales Webinar Series, October 1, U.S.A.
- Le Bon J. (2019), AI for Sales: Beat the Bots (panel discussion with Chad Burmeister (moderator), CEO, ScaleX.ai; Nancy Nardin, Co-Founder, Vendor Neutral; Anita Nielsen, President, LDK Advisory Services), ScaleX.ai AI for Sales Webinar Series, September 17, U.S.A.
- Le Bon J. (2019), Measuring the ROI of Social Selling (panel discussion with Brad Elrod, Strategic Sales Director, Frontline; Bob Perkins (moderator), CEO, AA-ISP American Association of Inside Sales Professionals), AA-ISP American Association of Inside Sales Professionals Tuesday Webinars, August 13, U.S.A.
- Le Bon J. (2019), Preliminary Results from the Global Sales Panel Initiative (panel discussion with Agnihotri R., Bolander W., Bolman Pullins E., Davis L., Deeter-Schmelz D., Dugan R. (moderator), Rangarajan D.), AMA American Marketing Association Conference, August, Chicago, Illinois, U.S.A.
- Le Bon J. (2019) (moderator), Leadership in Digital Transformation and the Future of CRM (panel discussion with Tiffani Bova, Growth & Innovation Evangelist, Salesforce.com; Yuri Dekiba, Research

Director, CSO Insights/Miller Heiman Group; Gerhard Gschwandtner, CEO, Selling Power), Johns Hopkins Carey Business School Online CRM Class Virtual Conference Panel Discussion, July 16, U.S.A.

- Le Bon J. (2019), Digital Transformation: New Frontiers & New Challenges for Marketing & Sales, Cross-Cultural Business Conference of the University of Applied Sciences Upper Austria, Keynote Address, May, Steyr, Austria.
- Le Bon J. (2019), MarkSelling: A New Strategy to Align Marketing & Sales with the Customer Journey, Confederation of Danish Industry and Aalborg University, April, Copenhagen, Aalborg, Denmark.
- Le Bon J. and Richardson L. (2019), Women in Sales Part II: Competencies that Make a Difference & From Research to Actions, AA-ISP American Association of Inside Sales Professionals Summit, April, Chicago, Illinois, U.S.A.
- Le Bon J. (2018), Sales Enablement and the Frontline Sales Manager (panel discussion with Steve Dodman, Chief Sales Officer, Richardson; Ed Ross, CEO, The Core Results; Russ Walker (moderator), VP Sales Enablement and Alliances, Merrill Corporation), Sales 3.0 Conference, October, Las Vegas, Nevada, U.S.A.
- Labate M. and Le Bon J. (2018), Radical Changes in the Customer Journey Demands Radical Changes in Customer Engagement & New Key Performance Indices, SOI Sales Operations Institute Conference, Keynote Address, October, Atlanta, Georgia, U.S.A.
- Boileau K., Labate M., Le Bon J. (2018), Today's B2B Buyer Requires Modern Selling Behaviors, As Well As Renewed Ways of Measuring Impact, SES Sales Enablement Society Conference, Keynote Address, September, Denver, Colorado, U.S.A.
- Le Bon J. (2018), The Role of Artificial Intelligence in the Future of Sales (panel discussion with Haya Ajjan, Professor, Elon University; Jim Dickie, Co-Founder, CSO Insights/Miller Heiman Group; Nick Lee (moderator), Professor, Warwick Business School), AMA American Marketing Association Faculty Consortium, New Horizons in Selling and Sales Management, August, Boston, Massachusetts, U.S.A.
- Petersen R., Dover H., and Le Bon J. (2018), Moving Beyond a Role Play-Centric Curriculum, Global Sales Science Institute Conference, June, Vienna, Austria.
- Le Bon J. (2018), Artificial Intelligence, Sales Efficiency & Sales Effectiveness (panel discussion with Haiyuan Cao, Machine Learning & Data Science Developer, Microsoft; Bob Perkins (moderator), CEO, AA-ISP American Association of Inside Sales Professionals; Sushee Perumal, CEO, MaxSold), AA-ISP American Association of Inside Sales Professionals Artificial Intelligence Summit, May, Chicago, Illinois, U.S.A.
- Le Bon J. and Richardson L. (2018), Moving the Needle for More Women Sales Leaders, AA-ISP American Association of Inside Sales Professionals Leadership Summit, Keynote Address, April, Chicago, Illinois, U.S.A.
- Le Bon J. (2017) (moderator), Inside Sales, Digital Information Technologies, and Social Selling: Understanding the Future of Sales for Practitioners, Educators, and Researchers (panel discussion with Jill Rowley, Social Selling & Digital Strategist; Nick Nitschmann, Senior Enterprise Account Manager, DellEMC; Shahan Parshad, Head of AMER Sales Development Representatives, Salesforce.com; Keith Richey, Senior Director, Global Marketing, LinkedIn), AMA Summer Educators' Conference, August, San Francisco, California, U.S.A.

- Le Bon J. (2017), From a Sales Class Syllabus to a Sales Class Compensation Plan: Advancing Sales Students' Learning, Performance & Success with Sales Cloud, *Salesforce.com Higher Education Summit*, April, Austin, Texas, U.S.A.
- Hughes D., Le Bon J., Malshe A., and Feddersen J. (2011), Building Internal Competitive Advantage, *AMA Summer Educators' Conference*, August, San Francisco, California, U.S.A.
- Hughes D., Le Bon J., and Malshe A. (2011), Creating Internal Competitive Advantage through the Marketing-Sales Interface, *Academy of Marketing Science Conference*, May, Coral Gables, Florida, U.S.A.
- Le Bon J. and Merunka D. (2009), Investigating the Relationships between Customers Credit Granting by the Sales Organization and Brand Equity, *Houston Conference in Selling and Sales Management & Marketing Science Institute*, April, Houston, U.S.A.
- Le Bon J. (2008), Anticipating and Preventing Business Customers Dissatisfaction and Disloyalty: A Marketing and Accounting Perspective, *Singapore Marketing Research Roundtable (SMRR)*, INSEAD, December, Singapore.
- Le Bon J. (2007), Sales and Sales Management Research in France: A Revolutionary Concern in an Old Country, *AMA New Horizons In Professional Selling and Sales Management Conference*, American Marketing Association, July, Orlando, Florida, U.S.A.
- Ahearne M. and Le Bon J. (2001), Challenges in Measuring and Modeling Sales Team Behaviors and Attitudes, *Academy of Marketing Science Conference*, May, San Diego, California, U.S.A.
- Le Bon J. and Merunka D. (1999), The Role of Attitude in Competitive Intelligence Activities of Salespersons, *Marketing Science Conference*, May, Syracuse, New York, U.S.A.
- Le Bon J. (1996), Upward Communication of Sales Information by Salespeople: An Analysis of the Decision Process, *The 9th EMAC Colloquium for Doctoral Students in Marketing*, May, Budapest, Hungary.

SERVICE TO THE ACADEMIC COMMUNITY, INSTITUTIONS & PROFESSION

SERVICE TO THE ACADEMIC COMMUNITY

- Co-Chair (with Dwight Merunka) of the 2024 AMS WMC Academy of Marketing Science World Marketing Congress, Mauritius (First AMS WMC held in Africa)
- Member of the Board of Associate Curators, AMS Academy of Marketing Science Sparks – 2023/–
- Member of the Editorial Review Board, Sales Area, of the Journal of Business Research – 2023/–
- Immediate Past Chair, American Marketing Association, Sales Special Interest Group – 2022/2023
- Jury Member, SMA Society for Marketing Advances Axxess Capon Distinguished Teacher Award Competition – 2021/2023
- Chair (Elected), American Marketing Association, Sales Special Interest Group – 2020/2022

- Member of the SETT Sales Expert Think Tank on Collegiate Sales Education & Research Post Covid-19 – 2020
- Guest Co-Editor (with Andrea Dixon and Jan Wieseke) for the Special issue of the Journal of Personal Selling and Sales Management on ‘Fostering International Collaboration in Sales Research’ – 2019
- Vice-Chair of Digital Enablement & Development, GSSI Global Sales Science Institute – 2017/2019
- Vice-Chair of the Africa Forum, GSSI Global Sales Science Institute – 2017/2019
- Vice-Chair for Conference Programming, American Marketing Association, Sales Special Interest Group – 2016/2018
- Co-Chair (with Andrea Dixon) of the 2017 Global Sales Science Institute Conference, Mauritius (First GSSI held in Africa)
- Facilitator for the 2013 AMA Faculty Sales Consortium, Marketing and Sales Interface Workshop, American Marketing Association, Fort Worth, Texas, USA
- Track Chair for the 2010 Global Marketing Conference, Negotiation, Relationship Selling and Global Account Management Track, Tokyo, Japan
- Member of the Editorial Board of the Journal of Personal Selling and Sales Management – 2009/–
- Track Chair for the 2008 Academy of Marketing Science Conference, Electronic and Interactive Marketing Track, May, Vancouver, Canada
- Member of the Abstract Review Board of the Journal of Personal Selling and Sales Management – 2002/2005

SERVICE TO THE INSTITUTIONS

- JHU Carey Library E-Resources Acquisition Committee University’s Sheridan Libraries Advisory Board – 2021/2023
- JHU Carey Online Course Faculty Mentor – 2021/–
- JHU Carey Academic Ethics Board Member – 2020/2023
- Co-Adviser for the JHU Carey FT MBA Innovation Field Projects experiential learning program – 2020/2023
- Faculty Mentor for the JHU Carey FT MBA NEXT Advisory Team – 2020/2022
- Participated in the JHU Carey Fall Course 2020 Working Group to reflect on the special remote Fall Course for new students – 2020
- Participated in the JHU Carey FT MBA NEXT Working Group to reflect on implementing the Salesforce.com platform in the FT MBA – 2019/2020

- Faculty Mentor for the JHU Carey Marketing Network in support to the Career Development Office (CDO) and Student Ventures Office (SVO) initiatives – 2019/2020
- Faculty on the JHU Carey Student Marketing Association board to assist the students on their marketing related endeavors and education – 2018/2019
- Host of the University of Houston Program for Excellence in Selling (PES) Golf Open – 2010/2018
- University of Houston Representative for the University Sales Center Alliance (USCA) Fall Board Meeting & Conference – 2010
- Director of the ESSEC OPPA Observatory of Payment Policy in Asia – 2009/2010
- Member of SMRR Singapore Marketing Research Roundtable - INSEAD/NUS/NTU/SMU/ESSEC – 2009/2010
- Member of the Essec Business School Teaching & Pedagogical Committees – 2000/2006
- Elected member of the Scientific Council of Paris Dauphine University – 1991/1994
- Elected member of the Post Graduate Council of Paris Dauphine University – 1991/1992

SERVICE TO THE PROFESSION

- Chief Academic Researcher, Mindset Science – 2019/2022
- Board of Advisors Member, Sales Enablement Society (now Revenue Enablement Society) – 2018/2022
- Co-Founder & Co-Chair (with Anneke Seley & Bob Perkins), DSSA Digital Sales Summit & Awards – 2017
- Chief Academic Researcher & Higher Education Representative, AA-ISP American Association of Inside Sales Professionals – 2017/2022
- Member & Higher Education Representative, EEF Enterprise Executive Forum, AA-ISP American Association of Inside Sales Professionals – 2017/2022