

Joël Le Bon, Ph.D.
Professor of Marketing
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. (2026), Governance Luck in Early Cancer Detection: A Principal-Agent Framework for Delegated Detection, *86th Annual Meeting of the Academy of Management Proceedings*, August, Philadelphia, USA.
- Le Bon, J. (2026), The Design of Equitable Serendipity in Early Cancer Detection: Next Challenges for Preventive Health Systems, Public Policy, and AI Governance, *Academy of Marketing Science World Marketing Congress Proceedings*, July, Vilnius, Lithuania.
- Le Bon, J. (2026), The C³ED Index-Comparative Chance for Cancer Equity in Diagnosis: A Systemic Assessment of Equitable Chances for Early Cancer Detection and Public Policy Marketing, *Academy of Marketing Science Proceedings*, May, Savannah, USA.
- Le Bon, J. (2026), Engineering Serendipity and Diagnostic Luck for Equity in Health: A Proposal for Early Cancer Detection and Preventive Health Marketing, *American Marketing Association Proceedings*, February, Madrid, Spain.
- Le Bon J. (2025), Revenue Operations: Bridging Business Education and Growth Leadership with the ROAII Framework for RevOps AI-Ready, Interoperable Growth Architecture, *Society for Marketing Advances Conference Proceedings*, November, Las Vegas, U.S.A.
- 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 Proceedings*, 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 Proceedings*, 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 Fedderson 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 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 PROFESSIONAL ORGANIZATIONS

- 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