**BIOGRAPHICAL PARAGRAPHS**

**Scott B. Friend** (Ph.D., Georgia State University) is an Associate Professor of Marketing in the Farmer School of Business at Miami University. Dr. Friend’s research is guided by helping organizations understand how to improve the performance of their frontline teams. Specific topics of interest include creating customer value in buyer-seller relationships, sales performance and sales failure, and key account management. His research has been published in journals such as the *Journal of Service Research, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Journal of Personal Selling & Sales Management*, *Journal of Business Research*, and *Industrial Marketing Management*.

**Fernando Jaramillo** (Ph.D., University of South Florida) is a Professor of Marketing and Associate Dean for Students and Programs at the University Texas at Arlington. Dr. Jaramillo’s research interests include marketing strategy, sales force management, leadership, business ethics, and financial services. His research has been published in journals such as the *International Journal of Research in Marketing*, *Journal of Business Ethics*, *Journal of Business Research*, *Industrial Marketing Management*, and *Journal of Personal Selling & Sales Management*.

**Jeff S. Johnson**(Ph.D., University of Nebraska-Lincoln) is an Associate Professor of Marketing in the Henry W. Bloch School of Management at the University of Missouri-Kansas City. Dr. Johnson's research focuses on personal selling and sales management, marketing strategy, business-to-business marketing, and research methodology. His research has been published in the *Journal of Service Research, Journal of Marketing, Journal of the Academy of Marketing Science, MIT Sloan Management Review, Industrial Marketing Management, Journal of Business Research, Journal of Personal Selling & Sales Management,*and *Journal of Product Innovation Management.*