

BEST PRACTICES IN CHANNEL STRATEGY AND SALES MANAGEMENT
Emory University Conference Center Hotel
May 18-20, 2017

Schedule

Thursday, May 18, 2017

6:00-7:30p Opening reception and welcome

Friday, May 19, 2017

9:00-9:30a Introductory remarks

Sandy Jap and Anne Coughlan

9:30-10:20a Best Practices in Channel Management

Panelists:

Chakravarthi Narasimhan, Washington Univ. – St. Louis

Randy Bucklin, UCLA

Garrett Johnson, Kellogg (visiting), Univ. of Rochester

10:20-10:50a Refreshment Break

10:50-11:30a The Channel Audit – a practitioner toolset

Anne Coughlan

11:30a–12:10p Simulation Experiences

Panelists:

Ernest Cadotte, University of Tennessee

Arvind Rangaswamy, Penn State University

12:10-1:00p Lunch

1:00-1:50p Best Practices in Sales Management

Panelists:

Mike Ahearne, University of Houston

Tom Steenburgh, University of Virginia

Kissan Joseph, University of Kansas

Greg Marshall, Rollins College

1:50-2:30p Flipping the Classroom

Sandy Jap

2:30–3:10p Teaching Executives**Panelists:**

Mark Bergen, University of Minnesota
Ralph Oliva, Penn State University
Eli Jones, Texas A&M Univ.

3:10-3:40p Refreshment Break**3:40-4:20p What Industry Wants From Us****Panelists:**

Amy Walker-Barrs, Terradata
Sean Flaherty, UPS
John DeSarbo, ZS

4:20-5:00p Best Practices in the Field**Panelists:**

Kerry Tassopoulos, Mary Kay
Andy Walker, Rock River Capital Partners / MarketTrack

6:15p Dinner**8:00p Bowling and Drinks at Wisteria Lanes****Saturday, May 20, 2017**

9:00-9:40a Assessing Strategic Relationships

Sandy Jap

9:40-10:20a Print and Video Case Development

Anne Coughlan
Gary Doernhoefer, Skylarc and Rob Britton, AirLearn

10:20–10:50a Refreshment Break**10:50–11:50a Industry / Academic Partnerships: Case Writing, Research, and their Symbiosis****Panelists:**

Gary Huggins, Direct Selling Educational Foundation
Andy Walker, Rock River Capital Partners / MarketTrack
Ralph Oliva, Penn State University

11:50a–12:00p Closing the Conference

Sandy Jap and Anne Coughlan

12:00p Lunch