



## F. LEFF BONNEY

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### Conference Publications & Presentations (Refereed)

**Bonney, Leff**, “Market Opportunity Recognition: The Construct and Implications for Marketing Effectiveness and Financial Performance,” *2007 UIC Research Symposium on Marketing and Entrepreneurship*. (Washington, DC).

**Bonney, Leff**, “Using the Theory of Competitive Rationality to Explain the Internal Behavior of Solutions Oriented Firms,” *2007 Academy of Marketing Science Annual Conference* (Miami, FL) Academy of Marketing Science.

**Bonney, Leff** and Ken Kahn, “The Use of Sales Force Intelligence in New Product Development: A Preliminary Investigation,” *2006 PDMA Innovation Management Conference*, (Atlanta, GA) Product Development and Management Association.

**Bonney, Leff**, “The Use of Embedded Supplier Information in the Pre-Decision Phase of Industrial Purchasing,” *2006 ISBM Business-to-Business Marketers Conference*, (Chicago, IL) Institute for the Study of Business Markets.

**Bonney, Leff** and Brian Williams “A New Product Development Framework for Key Account Formation,” *2005 Academy of Marketing Science Annual Conference*, (Tampa, FL), Academy of Marketing Science.

### Invited Presentations

**Bonney, Leff** and Ayman Omar “Using Logistics Services in the Development of Customer Level Solutions,” *Spring 2006 Supply Chain Strategy and Management Forum*, (Knoxville, Tennessee) University of Tennessee Integrated Value Chain Forum.

### Select Research In Progress

Williams, Brian and **Leff Bonney**, “The Consequences of Horizontal Diversity in Solutions Oriented Account Teams,” (Extensive database of customer level engagements obtained from corporate sponsor. In data analysis stage preparing for submission to the *Journal of Marketing*, Fall 2007).

**Bonney, Leff** and Ken Kahn “An Exploratory Investigation of Sales Force Intelligence Utilization in New Product Development Projects,” (Qualitative analysis of depth interviews complete. In final write-up stage preparing for submission to *Journal of Business and Industrial Marketing*, Fall 2007).

**Bonney, Leff**, “Applying the Theory of Competitive Rationality to Customer Centric Firms: A Guiding Framework and Integrated Literature Review,” (In final stages of literature review and preparing for submission to *The Journal of the Academy of Marketing Science*, Summer 2007).

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<b>Teaching Experience</b>	<ul style="list-style-type: none"><li>▪ Global Marketing Strategy – capstone course (Spring 2007, Summer 2007)</li><li>▪ Selling &amp; Sales Force Management (Fall 2005, Summer 2006, Fall 2006, Fall 2007)</li><li>▪ Demand Management (Principles) (Summer 2005, Spring 2006)</li><li>▪ <i>Marketplace</i> Integrated Business Simulation (Spring 2007, Summer 2007, Fall 2007)</li></ul>
<b>Professional Affiliations</b>	Member, American Marketing Association (AMA) Member, Academy of Marketing Science (AMS) Member, Product Development and Management Assoc. (PDMA)
<b>Industry Experience (Pharmaceuticals)</b>	<b>(8 Years Sales and Sales Management in B2B and</b>
Birmingham, AL Jan 2002 – May 2003	<b>Eli Lilly Pharmaceuticals – Senior Sales Representative</b> <ul style="list-style-type: none"><li>▪ Promoted mental health medications to physicians and staff in central and northern Alabama</li><li>▪ Collaborated with key physicians and corporate marketing to develop new marketing materials to be used by other sales representatives nationwide.</li><li>▪ Increased sales 18% during tenure as senior sales representative</li></ul>
Birmingham, AL Aug 1998 – Jan 2002	<b>Wallace Integrated Graphics– Regional Manager (AL, MS, FL)</b> <ul style="list-style-type: none"><li>▪ Managed 7 sales representatives and 2 support personnel</li><li>▪ Hired and trained incoming sales representatives and support staff</li><li>▪ Negotiated major contracts with strategic accounts within the region</li><li>▪ Increased territory sales 110% during tenure as regional manager</li></ul>
Johnson City, TN July 1997 – Aug 1998	<b>Wallace Integrated Graphics – District Manager</b> <ul style="list-style-type: none"><li>▪ Launched a new sales district in a underserved territory while serving as the main contact for customers in the territory</li><li>▪ Hired and trained new sales representatives and negotiated facility contracts during the establishment of the new sales center</li><li>▪ Increased sales 25% during tenure as district manager</li></ul>
Knoxville, TN May 1995 – July 1997	<b>Wallace Integrated Graphics – Sales Representative</b> <ul style="list-style-type: none"><li>▪ Responsible for building and maintaining customer relationships in a business-to-business selling environment</li></ul>

**Honors/Awards**

**Academic: Doctoral Program**

- John R. Moore Graduate Teaching Award Finalist 2008
- Sheth AMA Doctoral Consortium Award 2007
- Kauffman Foundation Scholarship Winner 2007
- Selected as attendee to ISBM PhD Young Researchers Seminar 2005 / 2006

**Academic: MBA and Undergraduate**

- Terry College of Business MBA Marketing Society, Founder / Pres. 2003 - 2004
- University of Tennessee - Peer Mentor 1994-1995
- Delta Sigma Pi Professional Business Fraternity, President 1993-1995
- Delta Sigma Pi Member of the Year 1994
- Beta Gamma Sigma National Honorary Fraternity 1993-1995
- Golden Key National Honor Society 1993-1995

**Industry Awards**

- Eli Lilly Rising Leader Award (Awarded to 5 people in the corporation) 2002
- Wallace Integrated Graphics – Outstanding Performance Club 1996, '99, '01
- Wallace Integrated Graphics – Circle of Excellence 1998
- Wallace Integrated Graphics – Rookie of the Year 1996

**Service**

- AMS World Congress – Reviewer, Sales Track 2006
- PDMA Conference - Reviewer 2006
- Speaker for UTK Careers in Marketing Spotlight 2007
- UTK Enrichment Program for At-risk High School Students 2006 / 2007
- UTK Integrated Value Chain Corporate Audit Team 2006 / 2007
- Student host for UT Marketing program PhD applicants 2007
- Recruited major sponsor for UTK Integrated Value Chain Forum 2007
- UTK Center for Entrepreneurship Task-Force 2007