



# CENTER FOR SALES AND MARKETING STRATEGY

Linking Business Professionals *and* Academic Researchers



Think differently.  
Make a difference.  
It's the Washington Way.

Foster  
School of Business  
UNIVERSITY of WASHINGTON

**MISSION:** To align important sales and marketing problems with academic research and analysis techniques to develop strategies that improve business performance, and facilitate business-academic collaboration to create and disseminate sales and marketing knowledge.



“Alaska Airlines has a long collaborative relationship with UW’s Foster School of Business. We sometimes work with marketing professors to take advantage of their expertise in analyzing data and evaluating marketing programs. It can be very helpful to get an outsider’s view, especially since they have experience in many different industries and across diverse marketing problems.”

**CAROLINE BOREN**

*Managing Director, Loyalty Marketing & Customer Care  
Alaska Airlines*

“In a recent research forum at Microsoft with marketing professor Rob Palmatier, we had a valuable and insightful dialogue on the role of social media and relationship marketing when transitioning to cloud computing. It is often helpful to have a local research university to work with on emerging sales and marketing problems.”

**DENNIS KARLINSKY**

*Senior Director of Cloud & Business Transformation  
Customer & Partner Experience (CPE)  
Microsoft*

## MESSAGE FROM OUR RESEARCH DIRECTOR

Have you ever wondered how other firms are solving sales and marketing problems or if there is a better way to analyze a marketing issue or benchmark best practices? We have designed the Center for Sales and Marketing Strategy at the University of Washington Michael G. Foster School of Business to help address these issues by matching business professionals and their sales and marketing challenges with world-leading academic faculty and research as well as with other sales and marketing executives.

After spending more than a decade as both a business executive and marketing professor, I am convinced these two groups can and should work together to improve business performance. Yes, they often speak different languages and can work at different speeds, but there is also an opportunity for tremendous synergy. Business professionals know today's problems, interface with "real" customers and have great access to real-time data. Academic researchers have deep knowledge in their research domain and the motivation and skill to rigorously analyze specific problems, but often lack a connection to real-world business problems, customers and data.

We are committed to building the necessary linkages between business professionals and academics. Help us make sales and marketing research relevant to your business by engaging with the SalesMark Center. You can sign up for our newsletter, attend a conference or networking event, take a one-day class or join a Special Interest Group (SIG) with other executives focused on a specific sales or marketing problem.

Please contact me by email or phone at [palmatrw@uw.edu](mailto:palmatrw@uw.edu) or 206-543-4348 or scan our website for more information: [foster.washington.edu/salesmarkcenter](http://foster.washington.edu/salesmarkcenter).

Best regards,

**ROB PALMATIER**

*Professor of Marketing*

*John C. Narver Chair of Business Administration*

*Research Director, Center for Sales and Marketing Strategy*



### **Academic background:**

Bachelor and Master of Science degrees in electrical engineering from Georgia Institute of Technology; MBA from Georgia State University; PhD from University of Missouri; postdoctoral studies from Kellogg School of Management at Northwestern University; Research Professor at University of Washington.


### **Business background:**

President and Chief Operating Officer at C&K Components, Inc. (\$110M international company); General Manager, Director of European Commercial Sales at Raychem/Tyco Corporation (France, England); Director of Worldwide Marketing and North American Sales and Marketing Manager at Raychem Corporation (Menlo Park, CA); Officer on US Navy submarine; ongoing consulting practice.



**ENGAGE**

**WITH WORLD-CLASS  
FACULTY**



**The SalesMark Center is a bridge between academia and the business world. The center consults with sales and marketing professionals to determine their greatest challenges and how to solve them with the goal of improving business performance. The center is part of the nationally ranked Foster School of Business and its Department of Marketing and International Business, which boasts world-class faculty.**

*U.S. News & World Report's* rankings of the best business schools placed the Foster School's Full-time MBA Program 25th and Undergraduate Program 22nd in the nation.

Eight Marketing and International Business Department faculty are on the editorial boards of leading scientific journals in the field.

Four Marketing and International Business Department faculty have been recognized as "Marketing Science Institute Young Scholars": professors Nidhi Agrawal, Natalie Mizik, Rob Palmatier and Oliver Rutz.

Two have won National Varadarajan Awards for Contribution to Marketing Strategy Research: professors Natalie Mizik and Rob Palmatier.

Professor Abhishek Borah won the Marketing Science Institute's research competition on "Communication and Branding in a Digital Era" and won the Research Proposal Competition on Display

and Search Advertising, Wharton Customer Analytics Initiative.

Professor Oliver Rutz received the Paul E. Green Award for the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.

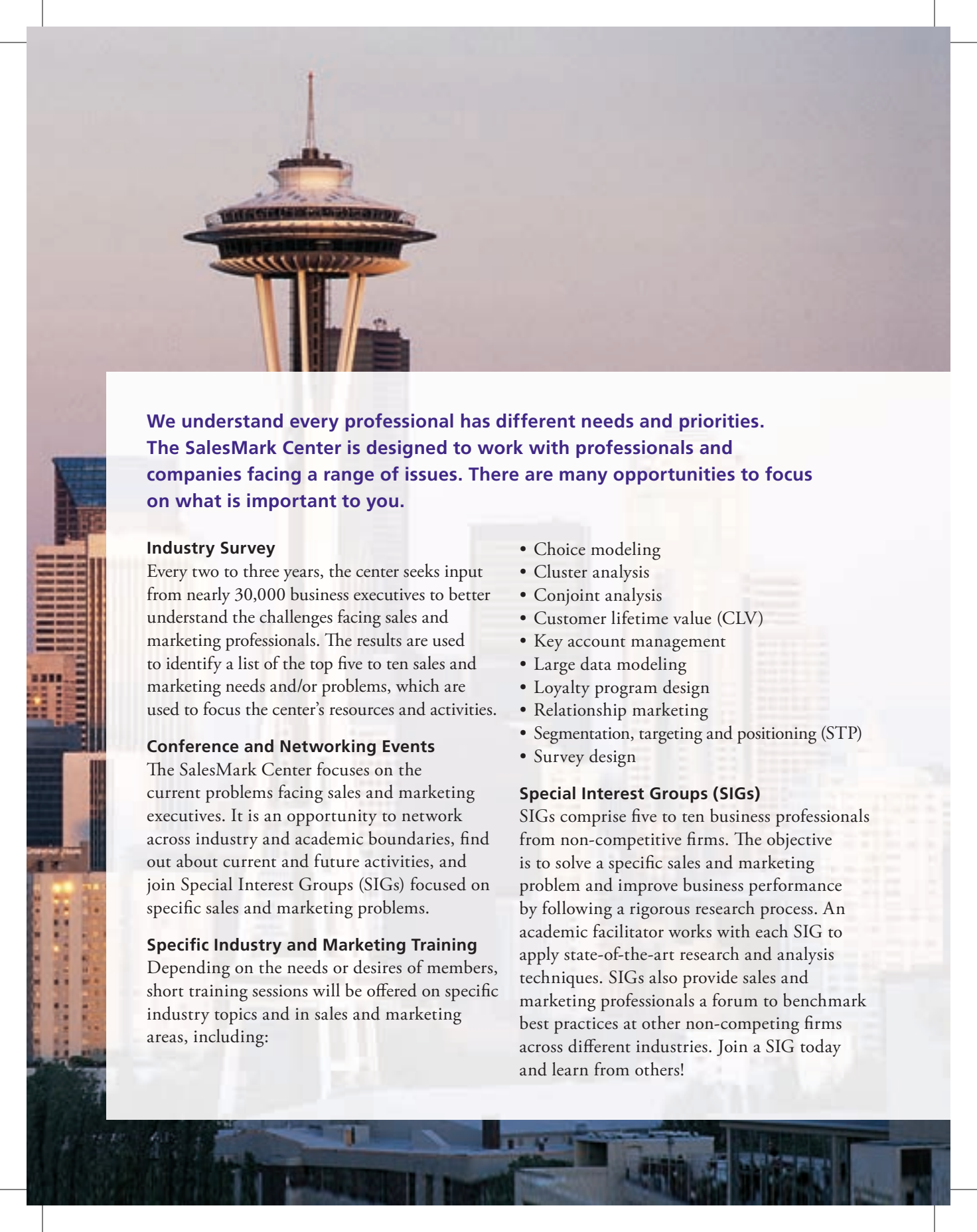
Professor Rob Palmatier received the following awards: Harold H. Maynard National Award for "significant contribution to marketing theory and thought in marketing" in the *Journal of Marketing*, the most cited marketing journal; Louis W. Stern National Award for best article published in the field of sales and marketing channels of distribution; Services Marketing Article National Award for the best article in services marketing.

Since 2000, the faculty members combined have published close to 100 articles in top-tier journals.

# FOCUS

ON WHAT  
MATTERS TO YOU





**We understand every professional has different needs and priorities. The SalesMark Center is designed to work with professionals and companies facing a range of issues. There are many opportunities to focus on what is important to you.**

#### **Industry Survey**

Every two to three years, the center seeks input from nearly 30,000 business executives to better understand the challenges facing sales and marketing professionals. The results are used to identify a list of the top five to ten sales and marketing needs and/or problems, which are used to focus the center's resources and activities.

#### **Conference and Networking Events**

The SalesMark Center focuses on the current problems facing sales and marketing executives. It is an opportunity to network across industry and academic boundaries, find out about current and future activities, and join Special Interest Groups (SIGs) focused on specific sales and marketing problems.

#### **Specific Industry and Marketing Training**

Depending on the needs or desires of members, short training sessions will be offered on specific industry topics and in sales and marketing areas, including:

- Choice modeling
- Cluster analysis
- Conjoint analysis
- Customer lifetime value (CLV)
- Key account management
- Large data modeling
- Loyalty program design
- Relationship marketing
- Segmentation, targeting and positioning (STP)
- Survey design

#### **Special Interest Groups (SIGs)**

SIGs comprise five to ten business professionals from non-competitive firms. The objective is to solve a specific sales and marketing problem and improve business performance by following a rigorous research process. An academic facilitator works with each SIG to apply state-of-the-art research and analysis techniques. SIGs also provide sales and marketing professionals a forum to benchmark best practices at other non-competing firms across different industries. Join a SIG today and learn from others!

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**JOIN**

**WITH OTHER  
EXECUTIVES**







**There are several ways to become involved with the SalesMark Center.**

**Professional Member**

Enhance your career and network by becoming a professional member of the center.

*Members receive:*

- An annual newsletter
- An invitation to the UW Foster School's Sales and Marketing Conference
- Information on joining Special Interest Groups (SIGs)
- Access to center resources, including the "Top Sales and Marketing Problems" industry survey and research reports
- Access to annual sales and marketing training sessions

**Board of Directors**

Join the SalesMark Center's board of directors and work with other executives to provide insight into sales and marketing issues facing senior leaders to ensure the center remains responsive to the business community. The eight- to twelve-member board is composed of diverse executives. The board also shapes the direction of the center and provides input into course content, which keeps our marketing curriculum relevant to local businesses' needs. Serving on the board also gives executives the opportunity to share their knowledge and expertise with others.

*Contact professor and center research director Rob Palmatier at [palmatrw@uw.edu](mailto:palmatrw@uw.edu) for more information.*



**Involvement with the SalesMark Center has many benefits, including the ability to:**

- Stay current on marketing trends and strategies
- Network with people from various industries
- Gain access to current empirical research
- Work with leading researchers to solve your sales and marketing problems
- Connect with UW student interns to work on sales and marketing problems at your firm
- Apply state-of-the-art analysis techniques to your customer data to improve business performance
- Share your knowledge and expertise with others

**BENEFIT**  
**FROM ENGAGING**  
**WITH A UW CENTER**

**PURPOSE:** The Center for Sales and Marketing Strategy at the Michael G. Foster School of Business leverages the knowledge and expertise of University of Washington faculty to help executives solve sales and marketing issues their companies face.



“We have worked closely with Foster School marketing professor Rob Palmatier to understand how to apply state-of-the-art research techniques to better understand our customer’s needs so we can develop more effective business solutions. In my opinion, many firms are missing out on the benefits of working with professors at a university that’s well known for the quality of its research.”

**JUAN ECHEVARRIA**

*Senior Segment Marketing Manager – Loyalty  
T-Mobile*

## CENTER FOR SALES AND MARKETING STRATEGY

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Foster

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