

## PERSONAL INFORMATION

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Research interests: Sales strategy & steering, marketing strategy, marketing excellence, and marketing & new technologies / innovation

## ACADEMIC POSITIONS

Since 01/2018 **Assistant Professor of Marketing: The University of Texas at Austin, TX**  
McCombs School of Business, Department of Marketing

2015-2017 **Assistant Professor of Marketing: University of Mannheim, Germany**  
Area Marketing

2016 **Visiting Scholar at the University of Houston, TX**  
C.T. Bauer College of Business

2011-2015 **Research Assistant: University of Mannheim, Germany**  
Department of Business-to-Business Marketing, Sales & Pricing

## EDUCATION

2015 **Ph.D. in Business Administration: University of Mannheim, Germany**  
Grade: summa cum laude

2011 **Business Administration: University of Mannheim, Germany**  
Master Degree

## JOURNAL MANUSCRIPTS

1. Harz, N., Hohenberg, S., Homburg, Ch. (2021), "Virtual Reality in New Product Development: Insights from Pre-Launch Sales Forecasting for Durables," *Journal of Marketing*, forthcoming.
2. Homburg, Ch., Morguet, T., Hohenberg, S. (2021), "Incentivizing of Inside Sales Units – The Interplay of Incentive Types and Unit Structures," *Journal of Personal Selling & Sales Management*, forthcoming.
3. Atefi, Y., Ahearne, M., Hohenberg, S., Hall, Z., Zettelmeyer, F. (2020), "Open Negotiation: The Backend Benefits of Seller's Transparency in The Frontend," *Journal of Marketing Research*, 57 (6), 1076-1094.
  - Young Scholar Award, AMA OFR
  - Selected coverage: New York Times, Fortune, Yahoo Finance
4. Homburg, Ch., Theel, M., Hohenberg, S. (2020), "Marketing Excellence: Nature, Measurement, and Investor Valuations," *Journal of Marketing*, 84 (4), 1–22. All authors contributed equally, lead article.
  - 2020 Shelby D. Hunt/Harold H. Maynard Award Finalist
  - Selected coverage: Fox News; McCombs Big Ideas: included in the Top 8 picks of 2020.
5. Homburg, Ch., Böhler, S., Hohenberg, S. (2020), "Organizing for Cross-Selling: Do It Right or Not At All," *International Journal of Research in Marketing*, 37 (1), 56-73, lead article.
6. Hohenberg, S., Homburg, Ch. (2019), "Enhancing Innovation Commercialization through Supervisor–Sales Rep Fit," *Journal of the Academy of Marketing Science*, 47 (4), 681-701.
7. Homburg, Ch., Hohenberg, S., Hahn, A. (2019), "Steering the Sales Force for New Product Selling: Why Is It Different, and How Can Firms Motivate Different Sales Reps?" *Journal of Product Innovation Management*, 36 (3), 282-304, lead article.
8. Bommaraju, R., Hohenberg, S. (2018), "Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms," *Journal of Marketing*, 82 (5), 106-124.
  - Best Paper by Theme at the 2017 AMA Winter Educators' Conference.
  - Selected coverage: Selling Power Magazine, The Incentive Research Foundation Quarterly.
9. Hohenberg, S., Homburg, Ch. (2016), "Motivating Sales Reps for Innovation Selling in Different Cultures," *Journal of Marketing*, 80 (2), 101-120.

## SELECTED MANUSCRIPTS (UNDER REVIEW &amp; WORKING PAPERS)

**Homburg, Ch., Morguet, T., Hohenberg, S.** "Advice Seeking within Sales Units—Using Exponential Random Graph Models to Understand Underlying Social Processes and Salespeople's Attributes."

**Bommaraju, R., S. Arunchalam, Hohenberg, S.** "Throwdown (A Novel Sales Contest) – Evidence from a Field Experiment on its Effectiveness vs. a Traditional Sales Contest."

**McAlister, L., Hohenberg, S., Bommaraju, R.** "The Fractional CMO: A New Type of Supplemental Marketing Team Member for Small- to Medium-Sized Companies."

## BOOKS AND BOOK CHAPTERS

**Hohenberg, S. (2015)**, "Employee-oriented Sales Force Steering – Success Factors and Implementation Guidelines Based on an International Investigation," Doctoral Thesis, in German.

**Hohenberg, S., Mühlhäuser, S., Gehring, A. (2016)**, "Business Modelizer – Sustainably Managing Customer Satisfaction," in: Ch. Homburg (eds.): Kundenzufriedenheit, 9th ed., Wiesbaden: Springer-Gabler, in German.

**Hohenberg S. (2017)**, "Customer Retention – Basic Principles and Implications for Service Companies," in: Corsten, H. and Roth, S. (eds.): Handbook Service Management, Munich: Vahlen, in German.

**Hohenberg, S. and Taylor, W. (2020)**, "Measuring Customer Satisfaction and Customer Loyalty," in Ch. Homburg, M. Klarmann, and A. Vomberg (eds.): Handbook of Market Research, Wiesbaden: Springer-Gabler.

## TEACHING ACTIVITIES, SELECTION (GRADUATE &amp; UNDERGRADUATE-LEVEL)

Since 2019	<b>Sales Strategy and Steering (Bachelor Program)</b> Lecture, University of Texas at Austin.
Since 2018	<b>Principles of Marketing (Bachelor Program)</b> Lecture, University of Texas at Austin.
2014-2017	<b>Marketing Management (Bachelor Program)</b> Lecture, University of Mannheim, in German.
2013-2016	<b>Sales Management (Bachelor Program)</b> Lecture, University of Applied Sciences Mannheim, in German.
2016	<b>Market Research/ Multivariate Data Analysis (Master Program)</b> Lecture, University of Mannheim, in English.

## TEACHING ACTIVITIES, SELECTION (EXECUTIVE EDUCATION)

2016	<b>Sales Management (Workshop)</b> Mannheim Business School, in English.
Since 2013	<b>MBA Capstone Marketing Classes (Academic Advisor)</b> Improving customer engagement (2020); Market entry strategy for a new impact protection solution (2016); Market entry strategy for the acoustics industry (2015); Global market entry strategy for a novel high-tech product (2014); Development of innovative pricing models in the telco-industry (2013)

## INVITED TALKS &amp; PRESENTATIONS (SELECTION)

"Marketing Excellence: What It Is and How to Implement It," *Institute for the Study of Business Markets (ISBM)*, Penn State, Marketing Excellence Roundtable, 01/28/2021.

"Marketing Excellence: What It Means for Sales Organizations," *Dell Podcast*, 01/2021.

"Fractional CMOs: Do Firms that Are Exposed to Effective Marketing Become Better Marketers," 2020 *AMA Winter Educators' Conference*, San Diego.

"Organizing for Cross-Selling," *The Thought Leadership on the Sales Profession Conference*, Stanford, Palo Alto, 2019.

“Sales Force Steering: State-of-the-Art and Future Directions” *Institute for the Study of Business Markets (ISBM)*, Penn State, Selling and Sales Management Seminar, 2018.

“Enhancing Innovation Commercialization through Supervisor–Sales Rep Fit,” *The Thought Leadership on the Sales Profession Conference*, Paris, 2017.

“Self-Selected Incentives: Evidence from Two Field Experiments on how to Customize Sales Force Incentivizing,” 2017 *AMA Winter Educators’ Conference*, Orlando, (**Best Paper by Theme**).

### HONORS AND AWARDS (SELECTION)

2020	<b>Research Excellence Award</b> (UT Austin): Nominee of the Marketing Department
2019	<b>Marketing Strategy Consortium Fellow</b> , Indiana University.
2018	<b>Society of Teaching Excellence</b> , University of Texas at Austin.
2015	<b>Award for Research Excellence</b> in the doctoral thesis, Stiftung Marketing, Mannheim.

### SERVICE, FUNDS, AND REVIEWING

Service	Co-Chair of the <b>2020 Marketing Strategy Consortium</b> Track Chair at the <b>2020 AMA Winter Educator Conference</b> Academic Research Manager of UT Austin’s <b>Sales Leadership Program</b>
Funds	<b>Research cooperation:</b> acquisition and implementation of various projects, selection listed below: - GfK SE: sales forecasting of innovative durables (180.900 EUR) - Robert BOSCH GmbH: business model innovation (67.500 EUR) - Global chemical supplier: sales force and innovation <b>Research Excellence Grant 2020</b> (UT Austin, 10.000 USD)
Reviewing	<b>Ad-hoc Reviewer</b> at the <i>Journal of Marketing Research</i> , the <i>International Journal of Research in Marketing</i> , the <i>European Journal of Marketing</i> , and the <i>JPIM</i>

### INDUSTRY EXPERIENCE (SELECTION)

2012-2017	<b>Consulting: Homburg &amp; Partner</b> , Mannheim (Free-lance Consultant) Area: Marketing & Sales
2011	<b>Consulting: Roland Berger Strategy Consultants</b> , Munich/Germany Area: Corporate Performance/Restructuring
2010	<b>Consulting: Accenture GmbH</b> , Munich/Germany Area: Management Consulting (Strategy)
2009	<b>Mechanical Engineering: Heidelberger Druckmaschinen AG</b> , Germany Area: Service Development

### MEDIA COVERAGE (SELECTION)

**Selling Power Magazine** (10/27/2020), guest article on “How to Use Self-Selected Incentives to Increase Sales,” online version available at: <https://www.sellingpower.com/2020/10/27/17635/how-to-use-self-selected-incentives-to-increase-sales>.

**Fox 7 News** (06/10/2020), interview on “Changing the Way to Market a Business,” available at <https://www.fox7austin.com/video/693358>.

**Wirtschaftswoche** (02/19/2019), guest article on “Virtual Reality in New Product Development” available at: <https://www.wiwo.de/sebastian-hohenberg/24013884.html>.

The Incentive Research Foundation Quarterly (Spring 2019), coverage of the *Journal of Marketing* article on “Self-Selected Sales Incentives.”

**Blog of the Center for Services Leadership** (Arizona State University): “Motivating Sales Reps for Innovation Selling in Different Cultures” (>1000 reads in the CustomerThink Community)