

# Curriculum Vita

## **Ronald W. Pimentel, Ph.D.**

**Clinical Assistant Professor of Marketing**

**Faculty Director, Professional Sales Certificate Program**

**Washington State University Vancouver**

**14204 NE Salmon Creek Avenue, Vancouver, WA 98686-9600**

**Phone: (360) 546-9339 Fax: (360) 546-9037**

**Email: ron.pimentel@wsu.edu**

## **EDUCATION**

### **Doctoral:**

Ph.D., University of Arizona, Tucson, AZ, 1997

Major Field of Study: Marketing

Minor Field of Study: Psychology

Dissertation Title: “Consumer Preference for Logo Designs: Visual Design and Meaning”

### **Masters:**

M.B.A., University of California, Berkeley, CA, 1981

Major Field of Study: Business Administration—Marketing Emphasis

### **Bachelors:**

B.A., Brigham Young University, Provo, UT, 1979

Major Field of Study: Art and Design

## **INTELLECTUAL CONTRIBUTIONS**

### **Publications:**

“Nautilus, Inc.: Dealing with a Lone Wolf in the Sales Team.” *Mountain Plains Journal of Business and Economics*. Vol. 16, 2015, 24-38 [with students Rachel Pickett and Claire Thackeray].

“Accessibility of Higher Education for Hispanics: Establishing a Front Door,” [with Paul Pitre and Chris Burgy]. Accepted with revisions by the *Journal of Hispanic Higher Education*.

“Creating a Pipeline for Business Student Recruitment: Using a Collegiate DECA Chapter for Recruiting High School Students,” *Mountain Plains Journal of Business and Economics*. Pedagogy, Vol. 14, 2014.

“Creating a Pipeline for Business Student Recruitment: Using a Collegiate DECA Chapter for Recruiting High School Students,” *Mountain Plains Management Association 2012 Conference Proceedings*. Best paper award.

“A Model for Consumer Devotion: Affective Commitment with Proactive Sustaining Behaviors,” in *The Making of Cult Brands*, Hyderabad, India: The Icfai University Press, 2007, [with Kristy Reynolds]. Reprint from 2004 AMS Review article.

“Corporate-Sponsored Virtual Community as Real Community,” August 2007, *American Psychological Association Conference Proceedings*, [with Sharmin Attaran, Amanda Lucas, Lisa Hamilton, Phillip Waldrop, Samantha Johnson, and Roger Pimentel].

“Multilevel Marketing: Not for Everyone,” *Kern Economic Journal*, Second Quarter 2007, 7-8.

- “On-Line Communities and Group Influences,” *Mountain Plains Management Association 2006 Conference Proceedings*. [with Sharmin Attaran, Amanda Lucas, and Roger Pimentel].
- “On-Line Communities and Expressions of Self,” *Mountain Plains Management Association 2006 Conference Proceedings*. [with Sharmin Attaran, Amanda Lucas, and Roger Pimentel].
- “Everybody Wins,” *Careers in Professional Selling*, Ball State University, Fall 2006, 9-11.
- “Exposure Effects and Affect for Logo Designs,” *International Academy of Business and Economics 2005 Annual Conference Proceedings*.
- “Using Student Sales Competitions to Help Fulfill the Mission of the Business School,” *Mountain Plains Management Association 2005 Conference Proceedings*.
- “Undergraduate Student Attitudes Toward Sales Jobs: Support for Requiring a Professional Selling Course,” *Mountain Plains Management Association 2004 Conference Proceedings* [with Ron Michaels].
- “Kern County Demographic Trends and Marketing Implications,” *Kern Economic Journal*, First Quarter 2004, 10-12.
- “A Model for Consumer Devotion: Affective Commitment with Proactive Sustaining Behaviors,” *Academy of Marketing Science Review*, 2004 (5) [with Kristy Reynolds]. Selected as the best paper in the journal in the period 2004-2006.  
<http://www.amsreview.org/articles/pimentel05-2004.pdf>
- “I Don't Know Much About Design, But I Know What I Like: Things that Graphic Designers and Marketing Managers Should Know About Consumer Preference for Visual Images,” *California State University, Stanislaus Journal of Research*, Fall 2003, 13-19.
- “Assessing Bikers’ Extra-Ordinary Experiences, Sub-Cultural Values, Self-Monitoring, and Self-Presentation at Bike Week: A Preliminary Model,” *American Marketing Association 2003 Winter Educators Conference Proceedings* [with Jeff Allen, Reiner van Delden, Christy Foley, and Mark Arnold].
- “Changes in Logo Designs: Chasing the Elusive Butterfly Curve,” in *Persuasive Imagery: A Consumer Response Perspective*, Mahwah, New Jersey: Lawrence Erlbaum Associates, Publishers, (part of the Advertising and Consumer Psychology series), 2003, [with Susan Heckler].
- “Bike Week Transformations: The Malleable or Stable Self?” 2000, in *Society for Consumer Psychology 2000 Conference Proceedings* [with Jeff Allen and Mark Arnold].
- “Gorilla Marketing: Customer Animation and Regional Embeddedness of a Toy Store Servicescape,” in *Servicescapes: The Concept of Place in Contemporary Markets*, John F. Sherry, Jr., (Ed.), Lincolnwood, IL: NTC Business Books, 1998, [with Melanie Wallendorf and Joan Lindsey-Mullikin].

### **Professional Presentations:**

- “Ambivalence Toward Other Stakeholders: Blues about the Blues,” October 2015, International Conference on the Blues, Cleveland, MS.
- “Nautilus and Consultative Selling, a Case Study,” October 2013, Mountain Plains Management Association Fall Conference, Cedar City, UT [with students Rachel Pickett and Claire Thackeray].
- “Disrupting the Fad Cycle,” October 2012, Mountain Plains Management Association Fall Conference, Kearney, NE. [with Roger Pimentel]

- “Creating a Pipeline for Business Student Recruitment: Using a Collegiate DECA Chapter for Recruiting High School Students,” October 2012, Mountain Plains Management Association Fall Conference, Kearney, NE. Best paper award.
- “Affecting Perceptions of an Institution,” November 2008, Association for Global Business Conference, Newport Beach, CA. [with Curtis Guaglianone, and student co-authors]
- “Viral Marketing of Social Networking: A Case Study,” October 2008, Mountain Plains Management Association Fall Conference, Pocatello, ID.
- “Company-Sponsored On-Line Communities,” January, 2008, CSUB Foundation Council of 100, Bakersfield, CA
- “Corporate-Sponsored Virtual Community as Real Community,” August 2007, American Psychological Association Conference, San Francisco, CA.
- “On-Line Communities and Group Influences,” October 2006, Mountain Plains Management Association Fall Conference, Orem, UT [with Roger Pimentel].
- “On-Line Communities and Expressions of Self,” October 2006, Mountain Plains Management Association Fall Conference, Orem, UT [with Roger Pimentel].
- “Exposure Effects and Affect for Logo Designs,” October 2005, International Academy of Business and Economics 2005 Annual Conference, Las Vegas, NV.
- “Using Student Sales Competitions to Help Fulfill the Mission of the Business School,” October 2005, Mountain Plains Management Association Fall Conference, Cedar City, UT.
- “Undergraduate Student Attitudes Toward Sales Jobs: Support for Requiring a Professional Selling Course,” October 2004, Mountain Plains Management Association Fall Conference, Grand Junction, CO.
- “Who’s Out There? Kern County: Demographic Trends and Implications,” February 2004, Weill Institute Small Business Conference: Managing Business in Changing Times, Bakersfield, CA.
- “Assessing Bikers’ Extra-Ordinary Experiences, Sub-Cultural Values, Self-Monitoring, and Self-Presentation at Bike Week: A Preliminary Model,” February 2003, American Marketing Association Winter Educators Conference [with Jeff Allen, Reiner van Delden, Christy Foley, and Mark Arnold].
- “A Model for Consumer Devotion: What We Can Learn From Football Fans,” October 2000, Association for Consumer Research Annual Conference, Poster Session, Salt Lake City, UT.
- “Changes in Logo Designs: Chasing the Elusive Butterfly Curve,” May 2000, Advertising and Consumer Psychology Conference, Ann Arbor, MI.
- “Bike Week Transformations: The Malleable or Stable Self?” February 2000, Society for Consumer Psychology Conference, San Antonio, TX.
- “Retailing’s Involvement in the Accumulation and Transfer of Cultural Capital,” October 1997, Association for Consumer Research Annual Conference, Denver, CO, [with Melanie Wallendorf and Joan Lindsey-Mullikin].

### **Working Papers:**

- “Authenticity and Blues Music.” Targeted at the International Conference on the Blues.
- “Internet Disruption of the Fad Cycle,” [with Roger Pimentel]. Targeted at *Journal of Consumer Behavior*. Revising paper for submission.
- “A Psychodynamic Model of Extraordinary Experiences in Consumption Communities.” Turned down by *Journal of Consumer Research* in January 2011, [with Jeff Allen, Mark Arnold, Carolyn Massiah, and Yun-oh Whang]. Currently considering alternative outlets.

“Affecting Perceptions of a Graduate Program,” [with Curtis Guaglianone]. Targeted at *Journal of Higher Education*. Data collected and analyzed, paper outlined, early version presented at a conference.

## **TEACHING AND OTHER EXPERIENCE**

### **Academic Employment:**

Washington State University Vancouver

Clinical Assistant Professor of Marketing, 2010 to present

Faculty Director of Professional Sales Program, 2010 to present

California State University, Bakersfield, School of Business and Public Administration,

MBA Program Director, 2008-2010

Department of Management and Marketing, Associate Professor 2005-2010

Assistant Professor, 2001-2005

University of Central Florida, College of Business Administration, Department of Marketing,

Assistant Professor, 1997–2001

University of Arizona, College of Business and Public Administration, Department of

Marketing, Instructor, Graduate Assistant, Academic Advisor, 1993–1997

California State University, Bakersfield, School of Business and Public Administration,

Department of Marketing, (adjunct) Lecturer, 1990–1993

### **Courses Taught**

Principles of Marketing (formats: traditional classroom, distance learning, and hybrid)

Professional Selling

Sales Management

Professional Selling and Sales Management

Consumer Behavior, undergraduate level

Consumer Behavior, graduate level

Marketing Channels and Logistics, undergraduate level

Marketing Channels and Logistics, graduate level

Marketing Research

E-Marketing

Marketing Planning and Problem Solving

Professional Self-Presentation

Professional Persuasive Communications

Interpersonal Communications, on-line graduate level course

### **Courses Proposed and Developed:**

Professional Persuasive Communications

Professional Self-Presentation

Marketing Channels and Logistics

### **Instructional Enhancement Activities:**

Basic and advanced training on Goldmine customer relations management software

American Marketing Association Faculty Consortium on Professional Selling and Sales

Management, 1999

Dale Carnegie Public Speaking Course

Tom Hopkins Sales Course

Decker Communications Course  
Ham Radio Technician License

**Industry/Business Employment:**

Account Executive, Sierra Printers, Bakersfield, California, 1991-1993. Major responsibilities: sales and marketing for high-quality commercial printer.

Account Executive, Systems Consultant, Supervisor, Manager, AT&T, Pleasanton and Bakersfield, California, 1984-1991. Major responsibilities: sales and sales support for telecommunications services and systems to business customers, supervision of residential account representatives, and contract management.

Marketing Specialist, Unit Control Analyst, Mervyn's, California, 1981-1984. Major responsibilities: market profile development and grand opening advertising plans for new stores, market research for advertising placement for existing stores, stock and sales analysis for merchandise purchasing and distribution to stores.

Free-lance commercial artist. Illustrations and cartoons published in:

*Advances in Consumer Research*, 1996

*The New Era*, March 1975 and January-February 1981

*Supermom, The Positive Approach to Family Living*, 1979

*Utah Realtor*, November 1978

*Mountain West*, December 1978

**SERVICE ACTIVITIES**

**University, School, and Department:**

WSU Vancouver:

Faculty Director, Professional Sales Program, 2010-present

Faculty Advisor, Collegiate DECA club, 2010-present

Outreach at high schools: presentation at Camas High School, competition judge at DECA Fall Leadership Conference and at Area 9 Conference, hold events for high school DECA chapters on WSU Vancouver campus, 2011-present

Faculty Advisor, National Collegiate Sales Competition, 2011-present

Faculty Advisor, Western States Collegiate Sales Competition, 2011-present

Member, Search Committee for Director of Carson Center, 2015

Presenter, MAP Alliance, 2015

Member, Search Committee for Career Counselor, 2014

Presenter, WSU Vancouver Expand Leadership Conference, 2012

Member, Student Leadership Award Selection Committee, 2012

Member, Leadership Committee, 2010-2011

Published a column in the *Vancouver Business Journal*, 2011

CSU System:

CSU Teaching Business Commons Committee, 2007-2008

CSUB:

Director, MBA Program, 2008-2011

Member CSU Teaching Business Faculty Council (CSU, system-wide committee)

Presented at CSUB Foundation Council of 100, 2008

Member, Task Force for Association to Advance Collegiate Schools of Business (AACSB) Accreditation, 2007-2008  
Member, Search Committee for Assistant Vice President, Grants, Research, and Sponsored Programs (GRASP), 2007, 2008  
Academic Affairs Committee, Fall 2006 (covered for a faculty member on sabbatical)  
Directed graduate students and conducted a marketing study regarding enrollment for the CSUB School of Education, 2006-2008  
Member, Campus Environmental Committee, 2005-2008  
Outreach Services, went on high school visits, 2005, 2007, 2008, 2009. Served as advisor to graduate students completing a marketing project for Outreach Services, 2005.  
Member, MBA Task Force, 2002-2005, 2007-2008  
Member, Management and Marketing Faculty Search Committee, 2001, 2002, 2003, 2004, 2005  
Proposed a new course "Marketing Channels and Logistics," 2004, which was added to the curriculum starting in 2006  
Presented at the Faculty Teaching and Learning Center Technology Showcase, 2004  
Proposed, developed, and conducted a new course "Professional Self Presentation," 2002  
Designed and assembled a display board for the College of Business and Public Administration to use at promotional events, 2002, revised 2004, 2005. Set up the board at various events, 2002-present.  
Faculty Advisor, Western States Collegiate Sales Competition, 2008, 2009, 2010  
Faculty Advisor, California Collegiate Sales Competition, 2005, 2006  
Faculty Advisor, National Collegiate Sales Competition, 2002-2004, 2007  
Recruited three new adjunct professors, advised them, and enrolled them in training, 2003  
Faculty Advisor, Latter-day Saint Student Association (LDSSA), 2002-2004  
Served as a presenter at the CSUB Memorial Service for President Ronald Reagan, 2004  
Presented as a panel member and advised regarding other potential panel members for a Family Business Institute session regarding advertising, 2003  
Attended and made presentations at Transfer Day 2002

#### UCF:

Faculty Advisor, National Collegiate Sales Competition, 2000, 2001  
Faculty Advisor, Yo-yo Club, 1999-2000  
Initiated and established research participant pool for marketing faculty research [with Samar Das]. Set up on-line sign-up system, 1999.  
Member, Aspley Scholarship Review Committee, 1997-1999  
Member, Diversity Committee, 1998-2001  
Member, Planning and Advisory Committee, 1998-2001  
Member, Chair Review Committee, 1998  
Member, Journal Reclassification Committee, 1998  
Member, Faculty Search Committee, 1997

#### **Community:**

Presented at MAP Alliance, 2015  
Wrote guest column for *Vancouver Business Journal*, 2011  
Marketing study and plan for the Bakersfield SPCA as part of coursework for MKTG 490: Marketing Planning and Problem Solving, 2009

Logistics Education Task Force in connection with Kern Economic Development Corporation, 2005-2006  
Interviewed and quoted by KBAK television, 2004  
Interviewed and quoted by KERO television, 2003  
Interviewed and quoted by *The Bakersfield Californian* multiple times, 2001-present  
Marketing study and plan for the Color of Language (non-profit organization serving families of the hearing impaired), as part of coursework for MKTG/EBUS 410: E-Business Marketing Strategy, 2005  
Marketing study and plan for the Community Foundation Serving Kern County, as part of coursework for MKTG/EBUS 410: E-Business Marketing Strategy, 2004  
Marketing study and plan for Houchin Community Blood Services, as part of coursework for EBUS 410: E-Business Marketing Strategy, 2002  
Volunteer at SPCA, in pet therapy program 2001-2010  
Merit Badge Counselor Boy Scouts of America, Pathfinder District, Southern Sierra Council; taught concepts relating to my academic field and assisted scouts in the completion of over 150 badges, 2001-Present  
Associate District Commissioner, Boy Scouts of America, Pathfinder District, Southern Sierra Council, 2001-2003

**Academic Community:**

Reviewer, *Mountain Plains Management Conference*, 2012  
“Buyer” for sales presentation role plays, Western States Collegiate Sales Competition, 2008, 2009  
Reviewer, *Mountain Plains Journal of Business and Economics*, 2009  
Track Chair and Reviewer, Mountain Plains Management Conference, 2008  
Reviewer, *Journal of Retailing*, 2008  
Reviewer, American Marketing Association Winter Educators Conference, 2007  
Judge, California Collegiate Sales Competition, 2005, 2006  
Judge, National Collegiate Sales Competition, 2002-2004, 2007, 2011  
Reviewer, *Journal of Personal Selling and Sales Management*, 2000, 2001  
Reviewer, *Journal of Contemporary Ethnography*, 2000  
Reviewer, *Journal of Business Research*, 1999  
Reviewer, Association for Consumer Research Conference, 1998  
Reviewer, *Journal of Product and Brand Management*, 1998  
Student Reviewer, Buyer Behavior Track, American Marketing Association Summer Educators Conference, 1995  
Member, Host Support Team (graphic design), Association for Consumer Research Annual Conference, Tucson, AZ, 1996  
Member, Host Support Team, Marketing Science Conference, Tucson, AZ, 1994

**Professional Affiliations:**

Beta Gamma Sigma  
Association for Consumer Research  
American Marketing Association  
Society of Consumer Psychology  
Mountain Plains Management Association  
Hispanic Educators of Kern County (1993)

Alpha Kappa Psi Fraternity (Honorary Member)

## **HONORS, AWARDS, AND GRANTS**

### **Honors and Awards:**

Recipient, Award for outstanding non-tenure track faculty member, Carson College of Business, Washington State University, Vancouver, 2015

Recipient, Students' Award for Teaching Excellence, Washington State University Vancouver, 2013

Recipient, Faculty of the Year, College of Business, Washington State University Vancouver, 2011/2012

Best Paper, Mountain Plains Management Conference, 2012

Best Paper in Journal 2004-2006, *Academy of Marketing Science Review*

Recipient, Excellence in Undergraduate Teaching Award, University of Central Florida, 2000

Fellow, American Marketing Association, Doctoral Consortium, 1996

Honorable Mention, Marketing Science Institute, Alden G. Clayton Doctoral Dissertation Proposal Competition, 1996

Recipient, University of Arizona Foundation Award for Meritorious Performance in Teaching, 1995

### **Grants:**

Washington State University Vancouver, Teaching Innovations Small Grant, \$500, 2014

Washington State University Vancouver, College of Business Summer Research Grant, \$10,000, 2012

California State University, Bakersfield, Technology Grant, \$200, 2006

California State University, Bakersfield, Research Council of the University (RCU) Grant, \$2,100, 2004

California State University, Bakersfield, Technology Grant, \$125, 2004

California State University, Bakersfield, Research Council of the University (RCU) Grant, \$5,000, 2003

California State University, Bakersfield, Associated Students Grant, \$200, 2002/2003

California State University, Bakersfield, Teaching Support Small Grant, \$200, 2002

California State University, Bakersfield, Teaching Support Small Grant, \$500, 2001

Successfully solicited contributions from the local business community to help sponsor our student competitors in the National Collegiate Sales Competition, 2000-2003 and the California Collegiate Sales Competition, 2005-2006

Worked with a local business to create a scholarship for sales students at the University of Central Florida

University of Central Florida, College of Business Administration, Summer Research Grant, \$7,500, 2000

University of Central Florida, College of Business Administration, Summer Research Grant, \$7,500, 1999

University of Central Florida, Office of Research and Graduate Studies In-House Award, \$7,500, 1998, [with Kristy L. Reynolds]