

Molly Ahearne

Ph.D. Candidate in Marketing

Terry College of Business, University of Georgia, Athens, GA

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EDUCATION

University of Georgia, Terry College of Business, Athens, GA **2020 - Present**
Ph.D. Candidate in Marketing
Dissertation: "Optimizing the Management and Structure of Sales Organizations"

Texas A&M University, Mays Business School, College Station, Texas **2013 - 2017**
Bachelor of Business Administration in Marketing – Cum Laude

RESEARCH INTERESTS

Substantive: Sales Force Management, Sales Incentives, Sales Force Structure, Diversity, Equity, & Inclusion (DEI) in Sales

Methodological: Econometric Models, Field Experiments, Time Series Models, Causal Inference

PUBLICATIONS

Lam, Son K., Molly Ahearne, and Michael Ahearne (2021), "Sales Force Performance: A Typology and Future Research Priorities," in *Elgar/ISBM Business-to-Business Marketing Handbook*, Gary L. Lilien and Rajdeep Grewal, eds. Cheltenham: Edward Elgar Publishing, 496–520.

MANUSCRIPTS UNDER REVIEW

Dissertation Essay #1:

Ahearne, Molly, Yashar Atefi, Mohsen Pourmasoudi, and Son K. Lam, "Sales Performance Rankings: Are They Helpful or Harmful?"

Description: Using a multinational, cross-industry data set with more than 27,000 salespeople from 178 firms, we examine whether providing performance feedback to salespeople using performance rankings effectively motivates salespeople to improve their performance and whether this effectiveness varies based on the amount and type of information published alongside performance rankings.

Status: Invited for 2nd round review at the Journal of Marketing

RESEARCH IN PROGRESS

Dissertation Essay #2:

Ahearne, Molly, Johannes Habel, Mohsen Pourmasoudi, and Thomas Steenburgh, "When Does Utilizing an Inside Sales Force Lead to Superior Firm Performance?"

Description: By leveraging a unique, longitudinal data set of more than 200 public and private firms created by matching firm-level sales force structure data with data from several secondary sources, this research examines how a firm's emphasis on inside sales, or the extent to which a firm relies on its inside salespeople relative to its outside salespeople, impacts overall firm performance based on a number of firm-specific contingency factors.

Status: Working draft

Target: Journal of Marketing

Ahearne, Molly, Yashar Atefi, and Mohsen Pourmasoudi, "Closing the Gender Pay and Opportunity Gap In Sales."

Description: This research examines gender gaps or disparities in representation or earnings between male and female salespeople, as well as their long-term effects, by utilizing a dataset with more than 90,000 salespeople across 228 firms from 39 countries and 16 industries.

Status: Data collection completed & analysis in progress

Target: Marketing Science

Ahearne, Molly, Yashar Atefi, and Mohsen Pourmasoudi, "The Impact of Covid-19 on the Sales Profession."

Description: We examine how firms responded to the Covid-19 pandemic using a variety of metrics, including structural changes such as sales force downsizing and compensation adjustments, and the impact these changes have had on firm performance using data on over 100,000 salespeople from more than 200 firms over a four-year period between 2018 and 2022.

Status: Data collection completed & analysis in progress

Target: Journal of Marketing

Ahearne, Molly, Mohsen Pourmasoudi, Melanie Rudd, and Phillip Wiseman, "Examining Racial Discrimination in the Job Application Process for Sales Professions."

Description: This study employs both field and laboratory experiments to examine specific actions minority job applicants can take to overcome racial discrimination at the earliest stages of the application process. In particular, we examine whether including a photo with a minority job applicant's resume can reduce the psychological distance between a hiring firm and minority applicant, thereby mitigating implicit racial biases against them.

Status: IRB approved & experimental design in final stages

Target: Journal of Applied Psychology

Ahearne, Molly, and Zach Hall, "Examining When Intuitive Judgements Help Verses Hurt Salesperson Job Performance."

Description: We partner with a major U.S. retailer to conduct a field study examining how differences between salespeople and prospective customers (e.g., differences in gender, race, etc.) influence salespeople's ability to use intuitive judgments to help improve their performance.

Status: Working draft

Target: Journal of Marketing

CONFERENCE PRESENTATIONS (*Presenter)

Academic Conference Presentations:

Molly Ahearne*, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi, "Closing the Gender Pay and Opportunity Gap In Sales," Clemson Marketing Research Symposium, Clemson, South Carolina, Feb. 17, 2023.

Molly Ahearne*, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi, "Closing the Gender Pay and Opportunity Gap In Sales," Winter AMA, Nashville, Tennessee, Feb. 10-12, 2023.

Molly Ahearne*, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi, "Closing the Gender Pay and Opportunity Gap In Sales," Women in Sales Pre-Conference, Nashville, Tennessee, Feb. 9-10, 2023.

Molly Ahearne*, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi, "Enhancing the Effectiveness of Sales Performance Rankings on Dashboards," Southeast Marketing Symposium, Athens, Georgia, Mar. 31- Apr. 2, 2022.

Molly Ahearne*, Yashar Atefi, Son K. Lam, and Mohsen Pourmasoudi, "Enhancing the Effectiveness of Sales Performance Rankings on Dashboards," Winter AMA, Las Vegas, Nevada, Feb. 18-20, 2022.

Lam, Son K., Molly Ahearne*, and Michael Ahearne, "Sales Force Performance: A Typology and Future Research Priorities," ISBM Conference Presentation, Aug. 13, 2021. Virtual event.

Practitioners' Conference Presentations:

Molly Ahearne* and Son K. Lam, "Salesperson Performance Dashboards: Helpful or Harmful?," WorldatWork Spotlight on Sales Comp, Chicago, Illinois, Aug. 22-24, 2022.

AWARDS & GRANTS

2023 Sales SIG Doctoral Dissertation Proposal Award (\$1,000)

2023 Women in Sales Research Grant (\$1,000)

2022 Winner of Institute for the Study of Business Markets (ISBM) Doctoral Competition (\$5,000)

2022 ISBM Doctoral Fellow

2022 Sales Education Foundation (SEF) Research Grant (\$5,000)

2020 Direct Selling Education Foundation (DSEF) Doctoral Sales Grant (\$4,000)

TECHING EXPERIENCE

Instructor, University of Georgia
Services Marketing

Spring 2023

Teaching Assistant, University of Georgia
Digital Marketing Analytics, Instructor: Dr. Elham Yazdani

Spring 2022

PROFESSIONAL EXPERIENCE

Data Scientist

April 2020 - Present

Xactly Corporation (Remote)

- Transform and analyze large, unstructured data into actionable business insights and solutions
- Work directly with industry professionals to present and discuss actionable insights
- Participate in regularly scheduled meetings with executives across the organization

Finance Manager

May 2018 - January 2020

Sewell Automotive, Audi North Houston, Houston, TX

- Worked with customers and sales associates to provide vehicle financing and insurance products
- Designed and lead classes to sales associates to improve financial sales effectiveness
- Maintained relationships with lending institutions to secure competitive interest rates and financing

Selected Awards/Achievements:

- Named “2019 Sewell Rookie of the Year” as the company’s top performing first year finance manager
- Ranked 1st in all Audi dealerships out of 20 finance managers in all performance metrics
- “2019 Gold Achievement Award” – highest recognition a finance manager can receive (earned through generating over \$1.5 million in department revenue in 2019)

Sales Associate

March 2018 – May 2018

Sewell Automotive, Audi North Houston, Houston, TX

- Developed customer relationships
- Worked directly with service and finance departments to create a smooth customer experience
- Gained and maintained a working knowledge on all manufacturer vehicles and updates

Sales Intern

Summer 2017

Sewell Automotive, Audi North Houston, Houston, TX

- Managed digital CRM system to identify sales leads
- Worked across dealership to better understand functional roles
- Assigned to work directly with Sewell’s the top performing sales associate in customer sales

Market Research Assistant

Summer 2015 & Summer 2016

Custom Research Solutions, Inc., Houston, TX

- Managed digital CRM system to identify sales leads
 - Worked across dealership to better understand functional roles
 - Assigned to work directly with Sewell’s the top performing sales associate in customer sales
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PROFESSIONAL SERVICE

Reviewer for 2022 American Marketing Association (AMA) Winter Academic Conference

Reviewer for 2022 American Marketing Association (AMA) Summer Academic Conference

SELECTED COURSEWORK

Seminars

- Theory Construction (Ajay Kholi)
- Seminar in Marketing Strategy I (Sundar Bharadwaj)
- Seminar in Marketing Strategy II (Son Lam)
- Seminar in Buyer Behavior (Julio Sevilla)
- Seminar in Consumer Behavior (Marcus Cunha Jr)

Methodology

- Statistics for Econometrics (Scott Atkinson)
- Econometrics (Brantly Callaway)
- Econometrics for Strategic Management (Timothy Quigley)
- Marketing Models (Anindita Chakravarty)
- Multivariate Statistics (John Hullah)
- Analysis and Interpretation of Sociological Data (Man Kit (Karlo) Lei)
- Difference in Differences (Nick Huntington-Klein)
- Treatment Effects Analysis (Stephen Vaisey)