

## Andrew Loring, Ph.D.

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Reynolds and Reynolds Sales Leadership Institute  
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### **EDUCATION**

Ph.D., Human Resource Development, Texas A&M University Dissertation: Employee Engagement: A Qualitative Study of Inside Sales Representatives	2021
M.S., Human Development, University of Maine Concentration: Higher Education, Training & Development	2012
B.S., Marketing, University of Maine, Orono Minor: Public Relations	2009

### **SOCIETAL IMPACT STATEMENT**

When many people think of the word sales, they think of an unethical, sleazy person who convinces you to buy something you don't want or need. Daily, I do everything in my power to break this stereotype.

I educate students about professional selling, which is very different from the preconceived notions many have about sales. Professional salespeople listen to others, they care about people, they solve problems, and most of all, they are ethical. These are some of the many aspects of sales that I preach every time I step into the classroom, each time I am asked to speak to a student group or engage with potential companies that seek to recruit undergraduate students.

The boundary of my passion for sales education and breaking the stereotype goes beyond the borders of Mays Business School and even Texas A&M University; rather, I believe that sales skills are skills for life. No matter your age, background, interests, or goals, the ability to effectively communicate is critical in all aspects of life. Any student that takes my class or seeks my guidance will benefit from sales skills. I stand by the impact of sales by this quote, "Without salespeople a funny thing happens in business, nothing."

My mission is to teach students about the reality of professional selling. If I can impact them, then they will have an even greater positive impact in our society.

## **TEACHING INTERESTS**

Pedagogically, I use a flipped classroom approach to teaching, which results in a dynamic, discussion-based experience for my students. Specifically, I guide students as they apply the concepts that they learn in my courses. I encourage my students to take risks and leverage their creativity in a safe environment. Additionally, I foster engagement with application-based learning. For example, in the professional selling courses I teach, my students regularly practice selling. Referred to as *role-play*, students play the role of a salesperson and sell to a buyer while following a specific sales process. An example of a sales role-play my students complete can be seen, [here](#) (this is a video of the Texas A&M Collegiate Sales Competition; my students follow the same process).

As a Gallup Certified Strengths Coach, I take a strengths-based approach to teaching as well. Leading with my ‘individualization’ and ‘ideation’ (CliftonStrengths) themes I firmly believe that all students are unique; they come from different backgrounds, they have different career interests, and most importantly—they all learn in different ways. Therefore, I structure my courses to accommodate various types of learners. For example, in class discussions, I use live polling to give students the opportunity to participate who might not feel comfortable answering a question orally. As a result, students are more comfortable in the class, which leads to a more productive learning environment.

## **PROFESSIONAL EXPERIENCE**

Clinical Associate Professor, Department of Marketing Associate Director, Reynolds and Reynolds Sales Leadership Institute Reynolds and Reynolds Sales Leadership Institute, Mays Business School, <i>Texas A&amp;M University</i> Courses taught: Professional Selling, Advanced Selling, Principles of Marketing	2021-Present
Senior Lecturer and Associate Director of Reynolds and Reynolds Sales Leadership Institute, Mays Business School, <i>Texas A&amp;M University</i> Courses taught: Professional Selling, Advanced Selling, Principles of Marketing	2019-Present
Lecturer and Assistant Director of Reynolds and Reynolds Sales Leadership Institute, Mays Business School, <i>Texas A&amp;M University</i> Courses taught: Professional Selling, Advanced Selling, Principles of Marketing, Social Media & Public Relations, Internship Course	2013-2019
Academic Advisor II Mays Business School, <i>Texas A&amp;M University</i>	2012-2013

## **TEACHING PRACTICE**

Texas A&M University:

Course Number	Course Title	Year/Semester	Enrollment/semester	Format
MKTG 335	Professional Selling	2013-2022 (Fall/Spring)	~120	Face-to-face
MKTG 435	Advanced Selling	2014-2021 (fall)	~30	Face-to-face
MKTG 484	Marketing Internship	2014-2022 (fall/spring/summer)	~40	Online
MKTG 409	Principles of Marketing	2016-2022 (summer)	~80	Face-to-Face
MKTG 345	Social Media & Public Relations	2014-2016 (Fall/spring)	~80	Face-to-Face
MKTG 705	Market and Customer Insights	2016-2022 (summer)	~50	Face-to-face
MKTG 710	Strategic Marketing Decisions	2016-2022 (spring)	~50	Face-to-face

### **IMPACT IN TEACHING**

I consider my teaching style to be discussion based. I've found that a discussion-oriented class is more engaging with the students and their end-of-the-semester feedback substantiates my findings. I have included some of the qualitative statements from my teaching evaluations:

- This course was great for me because of what I learned from it. However, the professor made it that much more enjoyable and beneficial. He taught me about my strengths, which I never thought I would do in this type of class. He provided me with beneficial information for myself as an individual for my future, rather than just only focusing on things related to marketing. He did not just give us busy work, he made sure he gave us effective things to do. Every assignment he gave us had a purpose. I can say, without a doubt, he is the most efficient professor I have ever had, and he values his time along with ours.
- Mr. Loring clearly has a passion for business, sales, and teaching to his students. I have thoroughly enjoyed this class and being his student, only having good things to say about him. Also, I cannot explain how much I benefitted from the sales role plays. They were a fantastic experience and a great way to practice, if nothing else, helping me to be more confident about my choice to go into sales and I'm knowing what to expect.
- Andrew is easily one of my favorite professors I've had at Texas A&M. He communicates clear expectations, he uses our time well, and he seems to genuinely care about helping students. I never looked at his class as a burden. I especially enjoyed the interactivity of his class, even over zoom. Additionally, he gets straight to the heart of the matter, which helps keep me focused as well as feel that my time is being used well.
- Loved this course! Professor Loring was great, he always made sure expectations for the class were clear and was available both inside and outside of class for help. The lessons were fun and engaging

and the assignments always served a purpose and helped clarify what we had learned and apply it to real world scenarios.

- This class has taught me so much. I genuinely believe that I have learned more in this class than any other class I have taken at A&M. This class is something that I will actually use in the real world and in my job-it has prepared me so much for my sales internship this summer. I was intrigued by all the videos we watched and had quizzes over; everything was so useful and prepared me for all the role-plays. This class is the only class that I have ever felt confident in and learned things that are useful in the future instead of memorizing something for a test and forgetting all that information as soon as I walked out the door. I also find that Professor Loring has been one of the best professors I've had at A&M; I don't think I would have been as successful in this class if he never would have reached out to me after the first role-play to tell me what I did well and what I can improve on.

### **RECOGNITION FOR TEACHING**

Faculty Service Excellent Award, Mays Business School, Texas A&M University	2020
Teaching Innovation Grant Recipient, Mays Business School, Texas A&M University	2019
Master of Science in Business Most Outstanding Faculty Award	2018-2019
Master of Science in Business Most Outstanding Faculty Award	2016-2017
Herb Thompson Teaching Award in Marketing	2017
Texas A&M University Veteran Resource Center Recognition as 'Most Impactful Faculty'	2017

### **PROFESSIONAL SERVICE ACTIVITIES RELATED TO TEACHING AND MENTORING**

Gallup Certified Strengths Coach	2016 – Present
<ul style="list-style-type: none"> <li>• Coach students (500+ as of 1/4/2022) on their individual strengths to help maximize their potential both personally and professionally</li> </ul>	
Sales Club Faculty Advisor Reynolds and Reynolds Sales Leadership Institute, <i>Texas A&amp;M University</i>	2014 – Present

### **RESEARCH AND SCHOLARSHIP RELATED TO TEACHING**

#### Conference Presentations:

Transformational Teaching and Learning Conference Presenter (Topic: Forming Teams with Gallup Strengths)	2020
Sales Educators Academy Conference Presenter (Topic: Enhancing the Advanced Selling Experience)	2020
Merit Badge University Speaker (Topic: Sales Training for Boy Scouts)	2019
Sales Educators Academy Conf. Presenter (Aston Business School, Birmingham, UK) (Topic: Enhancing the Student Role-Play Experience)	2018
Texas 4-H Round-Up Conference Presenter	2013

(Topic: Personal Branding)  
University of Maine Leadership Development  
Conference Presenter (Topic: 21 Laws of Leadership)

2011, 2012

### **PUBLICATIONS**

Loring, A. and Wang, J. (2021). Engaging Gen Z in professional selling: a systematic literature review, *European Journal of Training and Development*, Vol. ahead-of-print, No. ahead-of-print.  
<https://doi.org/10.1108/EJTD-07-2020-0120>

Loring, A., Parish, J. T. (2021). The world needs university-educated salespeople. *Sales Education Annual, 2021(15)*, p. 30-31.

Loring, A, J., & Brown, B. (2021, February 17-19). What engages Gen-Z in the workplace? An exploratory study of inside sales representatives [Paper presentation]. Academy of Human Resource Development 2021 Virtual Conference.

Loring, A., Parish, J. T. (2020). Sales skills are skills for life. *Sales Education Annual, 2020(14)*, p. 8-9.

### **PROFESSIONAL DEVELOPMENT IN TEACHING**

Sales Educators Academy Conference Attendee	2020
Sales Educators Academy Conference Attendee	2018
Sales Educators Academy Conference Attendee	2016
Sales Educators Academy Conference Attendee	2014

### **SERVICE CONTRIBUTIONS**

Treasurer, University Sales Center Alliance	2021 – Present
Maroon & White Leadership Program Mentor	2017 – Present
Sales Club (Sales Student Organization) Faculty Advisor	2014 – Present
Gallup Certified Strengths Coach	2016 – Present
Texas A&M Collegiate Sales Competition, Lead Coordinator	2012 – Present

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