

Andrew Loring, Ph.D.

Department of Marketing
Mays Business School, Texas A&M University
4112 TAMU
College Station, TX 77843

Office Location: 340R Wehner
Phone: 979-845-2958
Email: aloring@mays.tamu.edu

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. Professional salespeople listen, they are caring, they solve problems, and most of all, they are ethical. These are some of the many aspects that I emphasize in the classroom and when I collaborate with companies that seek to recruit undergraduate sales students.

The boundary of my passion for sales education 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. All students that take my class or seek my guidance will benefit from learning and practicing sales skills. Therefore, my mission is to teach students professional selling. If I can impact them, then they will have an even greater positive impact in our society.

TEACHING INTERESTS

Pedagogically, I leverage 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 2021-Present
 Track Chair, Professional Selling and Sales Management
 Associate Director, Reynolds and Reynolds Sales Leadership Institute
 Reynolds and Reynolds Sales Leadership Institute,
 Mays Business School, *Texas A&M University*
 Courses taught: Professional Selling, Advanced Selling, Principles of Marketing

Senior Lecturer and Associate Director of 2019-Present
 Reynolds and Reynolds Sales Leadership Institute,
 Mays Business School, *Texas A&M University*
 Courses taught: Professional Selling, Advanced Selling, Principles of Marketing

Lecturer and Assistant Director of 2013-2019
 Reynolds and Reynolds Sales Leadership Institute,
 Mays Business School, *Texas A&M University*
 Courses taught: Professional Selling, Advanced Selling, Principles of Marketing,
 Social Media & Public Relations, Internship Course

Academic Advisor II 2012-2013
 Mays Business School, *Texas A&M University*

TEACHING PRACTICE

Texas A&M University:

Course Number	Course Title	Year/Semester	Enrollment/semester	Format
MKTG 335	Professional Selling	2013-2023 (Fall/Spring)	~120	Face-to-face
MKTG 435	Advanced Selling	2014-2023 (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

The Association of Former Students College Level Teaching Award, Texas A&M University	2022
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"> Coach students (500+ as of 1/4/2023) on their individual strengths to help maximize their potential both personally and professionally 	
Sales Club Faculty Advisor	2014 – Present
Reynolds and Reynolds Sales Leadership Institute, <i>Texas A&M University</i>	

RESEARCH AND SCHOLARSHIP RELATED TO TEACHING

Conference Presentations:

University Sales Center Alliance fall meeting (Topic: University Sales Center Director Compensation)	2022
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
Frontiers in Service Conference (Topic: Frontline Employee Emotional Momentum)	2018
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 (Topic: Personal Branding)	2013
University of Maine Leadership Development	2011, 2012

Conference Presenter (Topic: 21 Laws of Leadership)

PUBLICATIONS

Loring, A., Parish, J. T. (2023). Gen Z: Will they stay or will they go. *Sales Education Annual, 2023(17)* (forthcoming)

Loring, A., & Parish, J. (2022). Caselet 5.2: What is sales training really worth? In Davis, L. M., Dixon, A. A.L., Erffmeyer, R.C., Honeycutt, E. D., Tanner, E. C., & Tanner, J. F. Jr. (3rd), *Sales Management: Shaping Future Sales Leaders* (pp. 149-150). Wessex Press.

Loring, A., & Wang, J. (2022). Engaging Gen Z in professional selling: a systematic literature review, *European Journal of Training and Development, 46(5/6)*. <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., & 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.

WORKING PAPERS

Loring, A., Parish, J. T., & Wang, J. You can't make them stay, but managers should observe these engaging behaviors. (*Preparing for submission to the Journal of Personal Selling & Sales Management April 2023*)

MEDIA MENTIONS

Media mention – Can't Find Sales And Engineering Talent? Start Earlier With A University Sales/Tech Apprenticeship (<https://www.mspinsights.com/doc/can-t-find-sales-and-engineering-talent-start-earlier-with-a-university-sales-tech-apprenticeship-0001>)

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

Faculty Senator, Texas A&M University 2022 – Present

Track Chair, Professional Selling and Sales Management 2018 – Present

Treasurer of 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
