

Dr. David Beecher Brauer

Curriculum Vitae

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EDUCATION

D.B.A., Doctor of Business Administration, Durham University Business School, Durham, U.K., 2016. Dissertation: *How and Why Can a Strategy of Sustainability be used by Graduate Business Schools in the United States to Gain a Competitive Advantage?*. (Consumer Behavior, Decision Science, Organizational Ecology, Strategy), Dissertation Supervisors: Professor Dr. Laszlo Pòlos, Dr. Geoff Moore, Distinguished Professor Dr. Thomas Saaty (*University of Pittsburgh*).

M.S., School of Business (Human Resource Management), Robert Morris University, 2009

B.A., College of Arts and Sciences (Political Science), University of Pittsburgh, 1996

ACADEMIC PROFESSIONAL APPOINTMENTS

1. West Virginia University John Chambers School of Business, Director of the WVU Professional Sales Institute and Assistant Professor of Marketing, 2020 – Present.
2. Carthage College, Assistant Professor of Marketing (tenure track), 2019 – 2020.
3. Duquesne University, Palumbo – Donahue School of Business, Adjunct Professor of Marketing, 2017 – 2020.
4. Point Park University, Rowland School of Business, Adjunct Professor of Marketing, 2019 – 2020.
5. Durham University, Durham University School of Business, On-Line MBA Tutor, 2012 – 2017.
6. Robert Morris University, School of Business, Lecturer Management, 2015 – 2017.
7. University of Pittsburgh, Katz School of Business, Visiting Scholar, 2015.

NON-ACADEMIC PROFESSIONAL APPOINTMENTS

1. Priority Bridge L.L.C. Managing Partner / COO – 2016 – 2021, External Consultant 2023-Present, Advisor. Created Patent Pending resource allocation, CPG research and HR recruiting and retention software. Clients have included Coca-Cola Innovation (Atlanta, Ga), Diageo (London, UK) Covestro A.G. (Düsseldorf, Germany), Hajoca Corporation (Pittsburgh, Pa), Byco (Karachi, Pakistan) among others. Priority Bridge software is designed for the purpose of providing our clients with optimal resource allocation and HR recruiting and retention technologies. Furthermore, Priority Bridge Insights assists CPG clients with gaining insights into their products and gives their clients the ability to quantify qualitative data like consumer sentiment. Primarily we

develop and provide SaaS for the purposes of resource matching and optimization. We also offer additional consultancy services which augment our software capabilities focusing on strategic decision-making.

2. Beecher's Coffee L.L.C., – 2002 – 2015, (Partner / Owner) This is a coffee wholesaling company that I came up with the concept for, secured financing, developed and rolled out. My main responsibilities in this venture was prospecting and securing new clients and building the book of business. This included all marketing and sales activities. At its peak Beecher's had over 40 employees.
3. Megalodon Global Consultants L.L.C., 2013-2015, Managing Partner / COO - Megalodon was a multinational consulting company and a unique advisor on decision making. We partnered with clients from the commercial and government sectors to identify their most critical decision challenges and transform their decision-making processes into a “state-of-the-art” framework ensuring highest standards in structured and timely decision making.
4. Guide One Insurance – 2006-2007 – Account Executive – I was responsible for territory development in the Pittsburgh Region. I cultivated and secured over 82 clients in one year. Over \$3,000,000 in premium sold.
5. Church Mutual Insurance Company – 2005-2006 Account Executive – Responsible for renewal account and new account development in South Central Pennsylvania. Successfully managed, renewed, and added to a \$4 million dollar book of business.
6. Lutheran Brotherhood Insurance Company – 1996-2002 – Account Executive – responsible for new territory development in Southwestern PA. Responsible for building a multimillion-dollar book of business. Top 5 Annuity Sales and Presidents Club 1998-1999, #2.

PUBLICATIONS

Refereed Journal Articles

1. Kemp, April., Butler, Tim., Wyld, David., Brauer, David., Lopez, Tara., “Understanding the Gen Z Job Hopping Phenomenon: An Exploration of the Next Generation of Sales Professionals”, (2024). *Accepted for Publication: Journal of Selling*.
2. Goad, E.A., Chase, K.S., Brauer, D.B., Chedor, E., Chaker, N.N., Rabago, R., Hochstein, B. and Hansen, J.D., (2024). “Orchestration of value: the role of customer success managers within sales ecosystems”, *European Journal of Marketing*.
3. Brauer, David B. & Sroufe, Robert. (2020), “ Quantifying the Order of Priorities in Student Choice of Graduate Business Schools, Does Sustainability Matter?”, *Journal of Management for Global Sustainability*, 8(2).

4. Brauer, David B. & Rudd, Denis. (2019), "Identifying the Magnitude of Priorities in Consumer Preference of Hotel Choice", *Journal of Management and Marketing Research*, vol. 23, 1-12.
5. Brauer, David F. & Brauer, David B. (2014), "The Role of the Narrative in Values-Led Business," *The Journal of Values-Based Leadership*, 8(2): 32-47.
6. Brauer, David B. (2011), "Implementing a Successful Sustainability Strategy", *The Journal of Values-Based Leadership*, 4(2): 59-70.
7. Brauer, David B. (2009), "The Values-Based Revolution," *The Journal of Values-Based Leadership*, 2(2): 80-98.

Conference Presentations

1. Brauer, David, Brauer, Elizabeth, & Tanner, Emily (2024), "Fitting In to Win: Individual Cultural Fit's Impact on Salesperson Performance.", *Global Sales Science Institute*, Montpellier, France. June, 2024.
2. Brauer, David, (2014), "Using AHP as a Diagnostic Tool to Reveal an Audiences Authentic Needs and Develop a Strategy, to Achieve Competitive Advantages.", *International Journal of the Analytic Hierarchy Process*, Washington, D.C. 2014.

Books

1. Brauer, David F. & Brauer, David B. (2021) "*The Sales Expedition: The Professional Sales Handbook.*", Dubuque, IA, Kendall-Hunt Publishing.

Manuscripts in Preparation

1. Brauer, David., Brauer, Elizabeth., Tanner, Emily (2024) "Fitting In to Win: Individual Cultural Fit's Impact on Salesperson Performance".
Target Journal: *The Journal of Marketing Theory and Practice*
2. Brauer, David B., Brauer, Elizabeth A., (2024)
"Sales Role Plays and Their Use in Sales Education"
Target Journal: *The Journal of Personal Selling and Sales Management.*
3. Brauer, David B., Brauer, Elizabeth A., Butler, Timothy (2024)
"Using Sales Role Plays as an Intervention in Sales Education to Develop Competency-based Sales Curricula"
Target Journal: *Journal of Marketing Education*
4. Brauer, David B., Hochstein, Bryan (2024)
"Cultural Fit and Sales Performance"
Target Journal: *Harvard Business Review*

GRANTS AND AWARDS

1. Received \$212,000 grant from ZOOMINFO (2024)
1. Received \$20,000 grant from ZOOMINFO (2023)
2. Received \$35,000 grant from Priority Bridge LLC. (2023)
3. Received \$138,000 grant from AWARIO Software Company (2019)
4. Received \$15,000 grant from Priority Bridge LLC. (2019)
5. Merit for Teaching – Robert Morris University 2015-2016

6. Merit for Service – Robert Morris University 2015-2016
7. Durham University Student Scholarship Award - -2014- £1,000

CONFERENCE ACTIVITY / PARTICIPATION

Conferences/Symposia Organized

1. Invited Guest Participant, Sociocracy at Work, 2019, Nottingham University Business School, Nottingham, UK.
2. Accepted Participant, Junior Faculty Consortium, 2016, Academy of Management, Anaheim, California, USA.
3. Organizing Committee, 2016, International Symposium on the Analytic Hierarchy Process, London, UK.
4. Conference Presentation, 2012, AASHE 2012 Conference & Expo: Investing in the Future.

Panels Organized

1. Session Chair, “Strategic Applications Study”, 2014, International Symposium on the Analytic Hierarchy Process, Washington, D.C.
2. Session Chair, “Business Applications”, 2022, International Symposium on the Analytic Hierarchy Process, Pittsburgh, Pa.

Papers Presented

1. Brauer, David B., Rudd, Denis (2019), “Identifying the Magnitude of Priorities of Consumer Hotel Choice”, American Society for Business and Behavioral Science, Las Vegas, NV.
2. Brauer, David B. (2017), “A Comparison of Two Approaches: Likert Scale and Comparative Judgment.”, Midwest Academy of Management Conference, Chicago, IL.
3. Brauer, David B., Rudd, Denis (2017), “Developing the Magnitude of Priorities of Consumer Hotel Choice for Optimal Resource Allocation and Competitive Advantages.”, American Society for Business and Behavioral Science, Las Vegas, NV.
4. Brauer, David B., (2016), “AACSB Accreditation as an Intervention to Boost Applications at Graduate Business Schools”, Midwest Academy of Management Conference, Fargo, ND.
5. Brauer, David B., (2014), “Using AHP to Reveal an Audiences Authentic Needs and Develop a Strategy to Achieve Competitive Advantages”, International Symposium on the Analytic Hierarchy Process, Washington, D.C.
6. Brauer, David B., (2011), “A Model for Implementing a Successful Sustainability Strategy”, AASHE 2011 Conference & Expo: Creating Sustainable Campuses & Communities, Pittsburgh, Pa.
7. Brauer, David B., (2010), “A Strategic HR Model for the Implementation of Sustainability, 2nd Annual International Conference on Sustainable Enterprises of the Future, Pittsburgh, Pa.
8. Brauer, David B., (2009), “A Values Led Revolution of Sustainability”, 1st Annual International Conference on Sustainable Enterprises of the Future, Pittsburgh, Pa.

TEACHING EXPERIENCE

West Virginia University – Assistant Professor of Marketing – Director of the Sales Institute

Distribution Channels, Fall 2020 (2 Sections), Spring 2021 (2 Sections), Fall 2021 (2 Sections), Spring 2022 (2 Sections), Fall 2022 (2 Sections)

Marketing Strategy, (Graduate), Fall 2021 (2 Sections), Spring 2022 (2 Sections), Fall 2022 (2 Sections)

Marketing Research, (Graduate) Fall 2022 (2 Sections)

Personal Selling 1, Spring 2021, Summer 2021, Fall 2021, Summer 2022, Spring 2023 (2 Sections), Summer 23 (1 Section), Fall 2023 (1 Section), Spring 2024 (2 Sections), Summer 2024 (1 Section). Fall 2024 (1 Section)

Professional Selling 2, Fall 2020 (1 Section), Spring 2021 (2 Sections), Summer 2021 (1 Section), Fall 2021 (2 Sections), Spring 2022 (1 Section), Fall 2022 (1 Section), Spring 2023 (1 Section), Fall 2023 (1 Section) Spring 2024 (2 Sections), Fall 2024 (1 Section)

Sales Management, Fall 2020 (1 Section), Spring 2021 (1 Section), Fall 2021 (1 Section)

Selling with Social Media, Summer 2021(1 Section), Summer 2022 (1 Section), Summer 2023 (1 Section), Fall 2023 (1 Section), Summer 2024 (1 Section), Fall 2024 (1 Section)

Carthage College – Assistant Professor of Marketing (Tenure Track)

Marketing Principles, Fall 2019 (2 Sections)

Marketing Research (Capstone), Fall 2019 (1 Section), Spring 2020 (1 Section)

Social Media Marketing Spring 2020 (1 Section)

Duquesne University, Palumbo-Donahue School of Business

Ethical Decision Making, (Grad, MBA), Summer 2017 (1 Section)

Entrepreneurship, (Grad, MBA) Spring 2019 (1 Section), Fall 2019 (1 Section)

International Business, (Grad, MBA) Summer 2018 (1 Section), Spring 2019 (1 Section), Spring 2020 (1 Section), Summer 2020 (1 Section)

Sales Fundamentals, Fall 2018 (2 Sections), Spring 2019 (2 Sections)

Point Park University, Rowland School of Business

Principles of Marketing, Spring 2020 (1 Section)

Professional Sales, Fall 2019 (1 Section), Spring 2020 (1 Section)

Durham University Business School

Managing People, Global MBA (online), (11 sessions), 2012 - 2018

Strategy, Global MBA (online), (5 sessions), 2012 - 2015

Robert Morris University

International Business, Fall 2016 (3 Sections), Spring 2017 (2 Sections).

Management Theory and Practice, Fall 2015 (3 sections), Spring 2016 (2 sections), Fall 2016 (1 Section), Spring 2017 (1 Section).

Organizational Behavior, (Graduate). Fall 2016 (1 Section).

Strategic Management, Fall 2015 (2 sections), Spring 2016 (2 Sections).

Strategic Management, (Graduate, MBA) Spring 2017 (1 Section).

Training and Development Through Performance Management, Summer 2016 (1 section).

SERVICE TO PROFESSION

Academy of Management, Critical Management Studies, Reviewer, 2020
Academy of Management, Entrepreneurship, Reviewer, 2020
Academy of Management, Learning and Education, Reviewer, 2017, 2018
Academy of Management, Reviewer, *Organization and Management Theory Division*, Annual Conference, Atlanta GA, 2017
Academy of Management, Reviewer, *Business Policy and Strategy Division*, Annual Conference, Atlanta GA, 2017
Journal of Business Research, Journal Article Reviewer, 2016, twice in 2017
Midwest Academy of Management, Reviewer, Annual Conference, Chicago IL, 2017
Journal of Social Sciences, Journal Article Reviewer, 2017
Midwest Academy of Management, Reviewer, Annual Conference, Fargo ND, 2016
Academy of Management, Reviewer, Annual Conference, Anaheim CA, 2016
International Journal of Analytic Hierarchy Process, Journal Article Reviewer, 2014, 2015, 2016
Journal of Sustainability, Journal Article Reviewer, 2015

UNIVERSITY SERVICE

West Virginia University

- Growth from 104 Students taking Sales Classes in 2020 to over 575 Students taking sales classes 24/25.
- Developed Sales Institute Sponsorships from \$38,000 in 2020 to \$368,000 in 2024.
- Developed WVU / Fastenal Sales Team 18 Students on the team. 97 people tried out.
- Sales Coach – 1st place overall student *ALKU Sales Competition* \$7,000 prize.
- Sales Coach – 2nd place overall student *Steel City Sales Challenge* \$2,000 prize.
- Developed the International Sales Accelerator at WVU and secured new corporate sponsors.
- Developed class curriculum for *Professional Sales 2* based on AACSB standards.
- Secured program sponsorships for the Sales Institute 100% increase in year 2, 40% Increase year 3, 120% increase year 4.
- Facilitation of WVU Sales Competition
- DICE (Diversity, Inclusion, Culture, and Equality) Committee Member, 2020 - Present.
- Curriculum Committee Member, 2020 - Present.
- Chambers Innovation Team, Member, 2020 - 2022.

- USCA, Member, MARCOM Committee Member, 2021- Present.
- Professor in Residence for Evoqua Water Technologies working directly with CMO, Jeffrey Ballew and National Sales Director, Michael Bockhorst. Summer and Fall 2021
- Hiring Committee 2022-2023, Search for three open positions

Carthage College

- Secured Awario SaaS usage Grant \$138,000
- Secured Priority Bridge SaaS usage Grant \$15,000
- Developed class and curriculum for *Marketing Research* based on AACSB standards
- Developed class and curriculum for *Social Media Marketing* based on AACSB standards
- Participated in Carthage Inspire Recruiting Fair
- Hiring Committee School of Business

Duquesne University

- Sales Role Play Coach – a Coach of Duquesne University’s Sales Role Play Team (fall 2018)
- 50% of the students I coached had top place finishes in Steel Dynamics Sales Role Play Competition (fall 2018).
- Placed two students with high paying sales internships with Steel Dynamics, Indiana, USA. (Summer, 2019)
- Placed one student with a high paying internship with Liberty Mutual Insurance Company, Pittsburgh, Pa, USA. (Summer, 2019)

Point Park University

- Sales Role Play Coach – a Coach of Point Park University’s Sales Role Play Team (fall 2019)

Durham University

- Featured in Printed Brochure for the Fudan DBA Programme, 2018
- Hosted North American Alumni Meeting, New York City, 2016
- Curriculum Development for Managing People on-line module, 2014

Robert Morris University

- Winning Global Team coach in Glo-Bus Strategy Competition, Fall 2015
- Elected Position, Undergraduate Curriculum Committee, 2015 -2017
- Change a Life Campaign, Print Ad, Billboards, Radio Commercial, 2011, 2012
- Presidents Council, 2011-2014, 2016
- CEO Club, 2016-2017
- Merit awarded for Service to School, 2016
- Merit awarded for Scholarship, 2016
- Merit awarded for Teaching, 2016
- Placed two students in payed internships at Bayer Corp, Pittsburgh, Pa, USA. (Summer, 2016)

COMMUNITY OUTREACH

Board of Directors, Institute of Management and Financial Studies, Vietnam
Board of Directors, Vice- President, Haiti Friends, 2015- Present
Board of Directors, Vice-President, Friends of Hôpital Albert Schweitzer, 2011-2015
Board of Directors, Glade Run Lutheran Services, 2005 – 2011
Church Council, Trinity Evangelical Lutheran Church, 2005 – 2009
Parent Volunteer, Eden Christian Academy, 2011-2017
Fundraising Committee, Three Rivers Rowing Association, 2022 - Present

RELATED PROFESSIONAL SKILLS

Professional Sales, Presentation and Management Training
Church Mutual Insurance Company, 2006
Liberty Mutual Group, 2000
Lutheran Brotherhood Mutual Insurance Company, 1996

NON-ACADEMIC WORK

1. United States Patent Pending, Priority Bridge Software for Consumer Product Matching based on Consumer Priorities and the available Products.
2. Software start-up Priority Bridge HR, Founded 2018
3. Megalodon Global Business Consultants Ltd. Hong Kong, Developer and Founder, 2014-2015.
4. Authored Children's Book, *What is Beecher Bird?*, 2008.
5. United States Trademark, *Beecher's*, 2002.
6. United States Trademark, *Priority Bridge*, 2017.
7. Eagle Scout, Boy Scouts of America, 1988

TEACHING AREAS

Decision-making
Distribution Channels
Entrepreneurship
Ethics
International Business
Marketing
Marketing Research
Marketing Strategy
Sales
Sales Management
Social Media Marketing
Strategy

PROFESSIONAL AFFILIATIONS

1. Academy of Management, since 2013
2. American Sociological Association, 2013-2020.

3. American Marketing Association, since 2017, Pittsburgh Advisory Board Member Since 2020.
4. Midwest Academy of Management, since 2016
5. Pittsburgh Human Resource Association, since 2017
6. Society of Human Resource Management, since 2009
7. University Sales Center Alliance, Since 2021, Board Member 2024-Present