

CINTHIA BECCACECE SATORNINO

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EDUCATION

PhD, Marketing, Florida State University

MBA, Marketing and Management, University of Florida

MicroMasters, Marketing Analytics, BerkeleyX, UC Berkeley (*expected Spring 2021*)

Graduate Certificate, Entrepreneurship & Technology Management, University of Florida

BSc, Liberal Studies, Engineering/Behavioral Sciences, University of Central Florida

Research Interests: marketing management, social structure and personality

Teaching Interests: marketing management/strategy, marketing analytics, marketing research

PUBLICATIONS

Peer Reviewed Journal Articles

1. Munyon, Tim, Rachel Frieder, **Cynthia B. Satornino**, Drew Carnes, Gerald Ferris, Willy Bolander (**2021**), “Connections that Sell: How Political Skill Differentiates Social Network Quality and Sales Performance,” *Journal of Personal Selling and Sales Management*. (**Forthcoming**)
2. Bolander, Willy, **Cynthia B. Satornino**, Bryan Hochstein, Alexis Allen, and Riley Dugan (**2020**), “Who to Hire and How to Coach Them: A Longitudinal Analysis of the Effects of Prior Experience, Education, and Manager Coaching on Sales Performance,” *Journal of Personal Selling and Sales Management*, 40(2): 78-94. **Lead Article**.
 - **Forbes.com: Should Your Startup Hire Sales Veterans or Rookies?**
3. **Satornino, Cynthia B.**, Demetra Andrews, Rebeca Perren, and Michael K. Brady (**2019**), “Beyond Personality: An Emergence View of Influential Consumers.” *Journal of Consumer Marketing*, 37 (2), 160-169. **Featured Research: Scholars & Steam, UConn Business**
4. Rebeca Perren, Kristin Stewart, and **Cynthia B. Satornino** (**2018**), “Puritan Peers or Egoistic Entrepreneurs? Moral Decay in Lateral Exchange Markets,” *Journal of Consumer Marketing*, 36(3): 366-378.
5. **Satornino, Cynthia B.** Willy Bolander, Doug Hughes, Gerald Ferris (**2015**), “Social Networks within Sales Organizations: Their Development and Importance for Salesperson Performance,” *Journal of Marketing*, 79(6): 1-16. (*all authors contributed equally*), **Lead Article**.
 - **Award Winner: 2016 SalesSIG Excellence in Research, 2015 Roland Copeland Best Paper**
 - **Forbes.com: 4 Reasons Social Capital Trumps All**
6. **Satornino, Cynthia B.**, Willy Bolander and Leff Bonney (**2014**), “Sales Education Efficacy: Examining the Relationship Between Sales Education and Sales Success” (*authors listed alphabetically*),
 - **2014 Outstanding Sales Education Article of the Year, MEA**

7. Brusco, Michael, Patrick Doreian, Douglas Steinley, **Cinthia B. Saturnino (2013)**, “Multiobjective Blockmodeling for Social Network Analysis,” *Psychometrika*, 78(3), 498-525.

Invited Book Chapters

1. **Saturnino, Cinthia B.**, Michael K. Brady, Charles Hofacker, Michael Brusco, and Gerald Ferris **(2021)**, “Creative Team Networks and Innovation Outcomes: The Effects of Context and Team Socio-Structural Factors in Creative Industries,” in G.R. Ferris, P.L. Perrewé, A. Akande, B. Adetoun, and M. Adewuyi (Eds.), *Emerging Trends in Global Organizational Science Phenomena: Critical Roles of Politics, Leadership, Stress, and Context*. Hauppauge, NY: Nova Science Publishers. **(Forthcoming)**
2. **Saturnino, Cinthia B.**, Patrick Doreian, Alexis Allen **(2017)**, “The Case for Adopting Blockmodeling in Human Resource Management Research: Examples in Analyzing Social Networks,” in *Research in Personnel and Human Resource Management*, Vol. 35, M. Ronald Buckley, Anthony R. Wheeler, and Jonathon R. B. Halbesleben, eds. Bingley: Emerald Publishing Limited, 215-241.

Practitioner Publications

1. **Saturnino, Cinthia B.**, with Willy Bolander, and Riley Dugan **(2017)**, “Sales Training and Development Reboot,” *TD Magazine*, Association for Talent Development.
<https://www.td.org/magazines/td-magazine/sales-training-and-development-reboot>
2. **Saturnino, Cinthia B.**, with Willy Bolander **(2016)**, “If You’re in Sales, Don’t Build Relationships Only with Customers,” *LSE Business Review*, London School of Economics and Political Science.
<https://blogs.lse.ac.uk/businessreview/2016/07/26/if-youre-in-sales-dont-build-relationships-only-with-customers/>

Refereed Conference Proceedings

1. **Saturnino, Cinthia B.**, John Peloza, Alexis Allen, Rebeca Perren **(2017)**, “A New Perspective on Value Creation and Marketing’s Dominant Logic,” in *Back to the Future: Using Marketing Basics to Provide Customer Value*, Krey N., Rossi P. eds., Coronado Island, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, AMSAC 2017, 493-494.
2. **Saturnino, Cinthia B.**, Demetra Andrews, Rebeca Perren, and Stacey Robinson **(2014)**, “Cultivating Influential Consumers through Marketing Information and Communications,” in *Advances in Marketing: Transformational Marketing*, Rebecca VanMeter and Jeri Weiser, eds., New Orleans, Society for Marketing Advances, 2014, 171-172.
3. **Saturnino, Cinthia B.**, Clay Voorhees, Michael K. Brady, Michael Brusco **(2012)**, “Return on Networks: The Effects of Local and Global Team Network Characteristics on Key Marketing Outcomes,” in *Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets*, Todd J. Arnold and Lisa K. Scheer, eds., Chicago, AMA Summer Educators' Conference, 23, 506-507.

4. **Satornino, Cinthia B.**, Demetra Andrews, and Rebeca Perren (2011), "The Cultivation of Hubs through the Activation of the Hub Self," in *Delivering Value in a Turbulent World*, Stephanie M. Nobel and Charles H. Nobel, eds., San Francisco, American Marketing Association Summer Educators' Conference, 22, 179-180.

Peer-Reviewed Conference Presentations (Declined to Publish in Proceedings)

1. **Satornino, Cinthia B.**, Willy Bolander, Christopher Plouffe, Bruno Lussier (2019), "Getting in Position: Antecedents of Social Network Centrality," *Academy of Marketing Science World Marketing Congress*, Edinburgh, Scotland.
2. **Satornino, Cinthia B.**, David Norton, Willy Bolander, Alexis Allen (2019), "The Bright Side of the Dark Triad," *Academy of Marketing Science*, Vancouver, BC.
3. **Satornino, Cinthia B.**, Willy Bolander, Carlos Bauer, Riley Dugan (2018), "Call Me Crazy: Performance Advantages of Primary Psychopathy and Information Control in Salesperson Ego Networks," *Academy of Marketing Science World Congress*, Porto, Portugal.
4. **Satornino, Cinthia B.**, Cecilia Ruvalcaba, Jennifer Zarsoza and Rebeca Perren (2018), "Birds of a Feather Should Not Flock Together: The Downside of Homophily in Academic Mentoring Relationships," *Academy of Marketing Science World Congress*, Porto, Portugal.
5. Dugan, Riley, Willy Bolander, Maria Rouziou, and **Cinthia B. Satornino** (2018), "It Pays to be a Little Bit Like Woody Allen: The Surprising Success of Neurotic Salespeople," *American Marketing Association Winter Academic Conference* (poster session), New Orleans, LA.
6. **Satornino, Cinthia B.**, Mark Houston, Edward Bond (2016), "Counteracting the "Bad Apple": Disrupting Dark Organizational Networks to Enhance Performance through the Strategic Use of Market Information," *2016 Sunbelt XXXVI Conference of the International Network for Social Network Analysis*, Newport Beach, CA.
7. **Satornino, Cinthia B.**, Willy Bolander, Christopher Plouffe, Rebeca Perren (2016), "Getting in Position: Antecedents of Social Network Centrality," *2016 Sunbelt XXXVI International Network for Social Network Analysis*, Newport Beach, CA, *2016 Academy of Marketing Science Annual Conference*, Orlando, FL.
8. Bolander, Willy, **Cinthia B. Satornino**, Alexis Allen, Bryan Hochstein (2016), "The Effects of Hire Source on Newly Hired Salesperson Performance Growth Over Time," *2016 Academy of Marketing Science World Marketing Conference*, Paris, FR, *2016 National Conference in Sales Management*, Milwaukee, WI.
9. Bolander, Willy, Keith Richards, Doug Hughes, **Cinthia B. Satornino** (2016), "Reaping and Sowing: The Effects of Salesperson Networking Ability on Sales Performance Over Time," *Academy of Marketing Science Annual Conference*, Orlando, FL.
10. **Satornino, Cinthia B.**, Clay Voorhees, Michael K. Brady, Michael Brusco (2012, 2013), "Return on Networks: The Effects of Local and Global Team Network Characteristics on Key Marketing Outcomes." *2012 Southeast Marketing Symposium*, *2013 McKnight Fellows Summer Institute*

11. **Satornino, Cinthia B.**, Demetra Andrews, Michael K. Brady, and Rebeca Perren (2012), “Dethroning the Cult of Personality: Creating Influential Hubs through Activation of the Hub Self-Concept.” *2012 McKnight Fellows Summer Institute*
12. Perren, Rebeca, Stephanie Lawson, Carolyn Massiah, and **Cinthia B. Satornino** (2012), “Dynamic Motivations of Collaborative Consumption,” *AMA Frontiers in Service*, Washington, D.C.

RESEARCH PIPELINE

Invited Revisions

1. **Satornino, Cinthia B.**, Alexis Allen, and Willy Bolander, “Shining the Light on the Dark Triad: Exploring Temporal and Network Effects in the Dark Triad-Sales Performance Relationship,” *Journal of Marketing*

Manuscript Complete

2. Richards, Keith, **Satornino, Cinthia B.**, Timothy Munyon, Willy Bolander, Doug Hughes, “Reaping and Sowing: The Effects of Salesperson Networking Ability on Sales Performance Over Time,” **Target: Journal of Management**
3. **Satornino, Cinthia B.**, Pelsier, Jan, Grewal, Dhruv, de Ruyter, Ko, and Wetzels, M, “Lost that Learning Feeling: Drivers and Drawbacks of Channel Partner Disengagement with Sales Training,” **Target: Journal of Applied Psychology**
4. **Satornino, Cinthia B.**, Alexis Allen, Willy Bolander, Carlos Bauer, “Frenemy at the Gates: Psychopathic Sentinels in Sales Networks,” *Journal of Applied Psychology*

Literature Review in Progress (Select Works)

5. **Invited Paper: Cinthia B. Satornino** with Dhruv Grewal et al., “Dark Side of AI,” *Journal of Business Research*
6. **Satornino, Cinthia B.**, Timothy Munyon, Mariya Topchy, “Anti-Mentor Networks,” **Target: Journal of Marketing**
7. **Satornino, Cinthia B.**, Mark Houston, and Edward Bond, “Neutralizing Dark Networks in Organizations,” **Target: Journal of Marketing**
8. **Satornino, Cinthia B.**, Daniele Matharas, and Jennifer Yule, “Consumer Social Movements: The Case of Craft Beer,” **Target: Journal of Public Policy and Marketing**
9. **Satornino, Cinthia B.**, Katherine Kerr-Taylor, “Long Term Local Retail Impact of Juvenile Justice Policies,” **Target: Journal of Public Policy and Marketing**

TEACHING

Course Instruction

Marketing Planning and Strategy (capstone), University of Connecticut, Storrs, CT

Introduction to Marketing Management, University of Connecticut, Storrs, CT

Marketing in a Global Context, Northeastern University, Boston, MA

Principles of Marketing, Northeastern University, Boston, MA

Principles of Marketing, Florida State University, Tallahassee, FL

Teaching Effectiveness

My average evaluation of instructor effectiveness across all courses is a 4.2, with 1,453 total students across 27 classrooms since 2011. Class sizes range from 19 to 299 students per class, and courses include Principles of Marketing, Marketing in a Global Context, Introduction to Marketing Management, and Marketing Planning and Strategy, a capstone course.

ACADEMIC EXPERIENCE

2017 – Present Assistant Professor, Marketing, **University of Connecticut**, Storrs, CT

2014 – 2016 Assistant Professor, Marketing, **Northeastern University**, Boston, MA

2010 – 2014 Instructor, **Florida State University**, Tallahassee, FL

PROFESSIONAL EXPERIENCE

2010 – Present, **Independent Consultant, Marketing and Management Strategy**

2019 – Present, **Board Member**, WeFormery, Fort Walton Beach, FL

2017 – 2018, **Associate Board Member, Communications Chair**, Teradata University Network

2012 – 2014, **In-house Consultant/Researcher**, Institute for Applied Business Research, FSU

2012 – 2014, **Online Course Manager**, Florida State University, Tallahassee, FL

2011, **Researcher**, Cotton Inc. Grant, Florida State University, Tallahassee, FL

2011, **In-house Consultant/Researcher**, Florida Retail Federation and RPMD, FSU, Tallahassee, FL

2010, **Independent Consultant**, Virginia Commonwealth University, Advancement, Richmond, VA

2009 – 2010, **Director**, Gift and Records Management, VCU Advancement, Richmond, VA

2007 – 2008, **Manager**, Marketing & Organizational Development, IMGE, Groveland, FL

2006, **Independent Consultant**, University of Central Florida, Orlando, FL

2002 – 2007, **Associate Director**, Information/Publication Svcs, UCF Foundation, Orlando, FL

2002 – 2004, **Founder**, TKKC, Inc: Morgan Knights Studio of Art, Orlando, FL

1998 – 2002, **Assistant Financial Advisor/Marketing Assistant**, Wachovia Securities

INVITED SPEAKER OR FACILITATOR (Selected)

- 2020 How Breweries Pivot in a Pandemic, 1881 Series: What's on Tap, UCONN Alumni Association
- 2020 Policy Impact as a Marketing Scholar, Lessons from CHE, *JPPM* Workshop
- 2019 Authentic Leadership, Geno Auriemma Leadership Conference, Panel Moderator
- 2019 Craft Beer as a Social Movement, Brooklyn Brewery, UCONN Alumni Association
- 2019 Assembling for Impact (Institutional Entrepreneurship), ACR Knowledge Forum, Panelist
- 2019 How Can Organizations Increase Latinx PhD Pipeline?, ALPFA Roundtable
- 2019 Sales Innovation, Executive Education, Base Camp, UCONN Small Business Dev. Center
- 2018 Making Opportunities, Geno Auriemma Leadership Conference, Panel Moderator
- 2018 Social Network Analysis Workshop, MEFA, Boston, MA
- 2018 Innovative Sales Strategies for Transportation Professionals, TDM Conference, Florida DOT
- 2017 CEADER Speaker Series, University of Kentucky
- 2016 **White House** Summit Panelist: Latinas in the U.S., Washington, D.C.
- 2015 Gamification of the Classroom, MEFA
- 2015 Social Network Methods, PhD Project MDSA
- 2014 Multicultural Leadership Summit, Center for Leadership and Social Change

ACADEMIC SERVICE

Service to the Academy: Research

- 2020 – Present **Editorial Review Board Member:** Journal of Public Policy and Marketing
- 2020 Blue Ribbon Panelist: John A. Howard/ AMA Doctoral Dissertation Award
- 2019-2020 Ad-Hoc Reviewer: Journal of the Academy of Marketing Science
- 2019-2020 Ad-Hoc Reviewer: Group & Organization Management
- 2016-2019 Ad-Hoc Reviewer: Journal of Personal Selling and Sales Management
- 2016-2019 Ad-Hoc Reviewer: Journal of Service Research
- 2018 Ad-Hoc Reviewer: Journal of Management Studies
- 2016 Ad-Hoc Reviewer: Society for Marketing Advances
- 2014 Ad-Hoc Reviewer: Industrial Marketing Management, Special Issue
- 2011-2012 Ad-Hoc Reviewer: AMA Summer Educators Conference
- 2012 Ad-Hoc Reviewer: Journal of Interactive Marketing

Service to the Academy: Diversity

- 2020-2021 Diversity, Equity, and Inclusion Committee, UCONN School of Business
- 2011-2019 Planning Committee/Invited Panelist: The PhD Project, Marketing Breakout Session
- 2019 Invited Speaker: How Can Organizations Increase Latinx PhD Pipeline?, ALPFA
- 2016 Invited Panelist: White House Summit on Fulfilling America's Future: Latinas in the U.S.
- 2016 Organizer, Regional Summit: Diversifying Business by Enhancing Hispanic-American Educational Attainment: Insights for Business Schools, Employers, and Policy Makers

- 2015-2016 Committee on Hispanic Excellence: White House Initiative on Hispanic Educational Excellence and PhD Project Partnership, Founding Co-Chair
- 2015-2016 Planning Committee/Invited Panelist: PhD Project, The Doctoral Student Experience
- 2010-2013 Planning Committee: Vice President/President/Past President, PhD Project, MDSA

Service at College and Department Level

- 2020 UCONN College of Business Diversity, Equity, and Inclusion Committee
- 2019-2020 Doctoral Program Committee, UCONN Marketing Department
- 2018-2020 Business Learning Community, Marketing Group, UCONN
- 2017-2020 Undergraduate Curriculum Committee, UCONN Marketing Department
- 2015-2016 Curriculum Audit Committee, DMSB, Northeastern University
- 2014-2015 Recruiting Committee, DMSB, Northeastern University

AWARDS AND HONORS

- 2020 School of Business Dean's Fund Summer Research Grant
- 2017-2019 OVPR Scholarship Facilitation Fund
- 2017 Top 40 Undergraduate Business Professor, *Poets & Quants*, Inaugural Ranking
- 2016 Emerging Scholar, *Diverse Magazine*
- 2016 SalesSIG Excellence in Research Award
- 2015 Roland Copeland Best Paper Award
- 2015 New Faculty Research Grant, AMA and Sheth Foundations
- 2014 Outstanding Sales Education Paper of the Year, JME
- 2014 Academy of Marketing Science: New Mind
- 2013 Sheth Doctoral Consortium Fellow
- 2013 Ph.D. Teaching Award for College of Business, Marketing Department Nominee
- 2012 Valuing Diversity Scholarship, AMA Foundation
- 2012 Liam Glynn Travel Grant, ServSIG Consortium, Frontiers in Service Conference
- 2010-2014 McKnight Fellowship – Associate Fellow
- 2010-2014 College of Business Dean's Fellowship
- 2010-2014 Dean Stith Fellowship
- 2010-2014 Graduate Student Dean's Fellowship
- 2007 UF Matherly Scholar
- 2007 UF Peer Professionalism Award, UF MBA Woman of the Year – Options

AFFILIATIONS

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| <ul style="list-style-type: none"> PhD Project Minority Ethnic Faculty Association Academy of Marketing Science American Marketing Association Intl Network for Social Network Analysis Marketing EDGE FSU Fellows Society | <ul style="list-style-type: none"> Teradata University Network McKnight Fellows, Associate Beta Gamma Sigma – IB Honor Society University of Florida Poe Ethics Fellow |
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