CURRICULUM VITAE · NOVEMBER 2026

David Beecher Brauer, D.B.A.

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EDUCATION

- **D.B.A., Doctor of Business Administration**, Durham University Business School (AACSB, AMBA and EQUIS accredited), Durham, England, 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?* Supervisors: Professor László Pólos, Dr. Geoff Moore, and Distinguished Professor Thomas L. Saaty (University of Pittsburgh).
- **M.S., Human Resource Management**, School of Business, Robert Morris University, 2009
- **B.A., Political Science**, College of Arts and Sciences, University of Pittsburgh, 1996

APPOINTMENTS

- **Slippery Rock University**, Haverlack College of Business. Director of Entrepreneurship, Innovation, Sales, and MBA: ROCK MBA Director; Faculty Director, Community Innovation Studio; Founder and Coach, FASTENAL Slippery Rock University AMA Sales Team. 2026 to present
- **Virginia Commonwealth University**, School of Business. Adjunct Faculty, Marketing. 2026 to present
- **West Virginia University**, John Chambers College of Business and Economics. Director of the Professional Sales Institute and Teaching Assistant Professor of Marketing (Scholarly Academic). 2020 to 2026
- **Carthage College**. Assistant Professor of Marketing, tenure track. 2019 to 2020
- **Duquesne University**, Palumbo Donahue School of Business. Adjunct Professor of Management. 2017 to 2020
- **Point Park University**, Rowland School of Business. Adjunct Professor of Marketing. 2019 to 2020
- **Durham University Business School** (Durham, England). Online Tutor, Managing People and Strategic Management. 2011 to 2019
- **Robert Morris University**, School of Business. Lecturer in Management. 2015 to 2017
- **University of Pittsburgh**, Katz School of Business. Visiting Scholar. 2015

Industry

- **Priority Bridge Insights LLC**. Founder and CEO. Culture intelligence platform; portfolio company of the Swartz Center for Entrepreneurship, Carnegie Mellon University. 2022 to present
- **Evoqua Water Technologies**. Professor in Residence, working with the CMO and the National Sales Director. Summer and Fall 2021

PUBLICATIONS

Refereed journal articles

Brauer, D. B., Brauer, E. A., & Tanner, E. C. (2026). When values align: Overall and value-specific person–organization fit in salesperson outcomes. Journal of Marketing Theory and Practice. Advance online publication. https://doi.org/10.1080/10696679.2026.2675628 ABDC B

Tanner, E. C., Fehl, A., Brauer, D. B., Brauer, E. A., Childs, D., Hancock, T., McClure, C., & Swan, E. (2026). Changing the narrative: Introducing the CARE framework for salesperson well-being. Journal of Personal Selling & Sales Management, 46(2), 217–233. https://doi.org/10.1080/08853134.2025.2608591 ABDC A

Goad, E. A., Chase, K. S., Brauer, D. B., Chefor, E., Chaker, N. N., Rabago, R., Hochstein, B., & Hansen, J. D. (2024). Orchestration of value: The role of customer success managers within sales ecosystems. European Journal of Marketing, 58(3), 756–781. https://doi.org/10.1108/EJM-04-2023-0222 ABDC A*

Kemp, A., Butler, T. D., Wyld, D., Brauer, D., & Lopez, T. (2024). Understanding the Gen Z job hopping phenomenon: An exploration of the next generation of sales professionals. Journal of Selling, 25(1), 37–50. ABDC C

Sroufe, R., & Brauer, D. B. (2020). Quantifying the order of priorities in student choice of graduate business schools: Does sustainability matter? Journal of Management for Global Sustainability, 8(2), 97–131. https://doi.org/10.13185/2244-6893.1123

Brauer, D. B., & Rudd, D. (2019). Identifying the magnitude of priorities in consumer preference of hotel choice. Journal of Management and Marketing Research, 23, 1–12.

Brauer, D. F., & Brauer, D. B. (2014). The role of the narrative in values-led business. The Journal of Values-Based Leadership, 7(2), Article 5. https://scholar.valpo.edu/jvbl/vol7/iss2/5

Brauer, D. B. (2011). Implementing a successful sustainability strategy. The Journal of Values-Based Leadership, 4(2), 59–70. https://scholar.valpo.edu/jvbl/vol4/iss2/6

Brauer, D. B. (2009). The values-based revolution. The Journal of Values-Based Leadership, 2(2), 80–98. https://scholar.valpo.edu/jvbl/vol2/iss2/7

Book

Brauer, D. F., & Brauer, D. B. (2021). The sales expedition, the sales playbook. Kendall Hunt.

Doctoral thesis

Brauer, D. B. (2015). How and why can a strategy of sustainability be used for graduate business schools in the United States to gain a competitive advantage? [Doctoral thesis, Durham University]. Durham E-Theses. https://etheses.durham.ac.uk/id/eprint/11337/

Practitioner publications

Brauer, D. F., & Brauer, D. B. (2024, Fall). The effect of cultural fit in mergers and acquisitions. Insights. CPCU Society.

Conference presentations

Brauer, D. B., & Brauer, E. A. (2026, November). Sustainability and brand support: When does buying support a brand's environmental mission? [Paper presentation]. Society for Marketing Advances Annual Conference, Orlando, FL, United States.

Brauer, E. A., Givi, J., Grossman, D., & Brauer, D. B. (2026, September). Appearing unappreciative (or not): Recipients misjudge givers' perceptions of gift registries [Paper presentation]. Association for Consumer Research Conference, Chicago, IL, United States.

Brauer, D. B., Brauer, E. A., & Tanner, E. C. (2024, June). Fitting in to win: Individual cultural fit's impact on salesperson performance [Paper presentation]. Global Sales Science Institute Conference, Montpellier, France.

Brauer, D. B. (2017). A comparison of two approaches: Likert scale and comparative judgment [Paper presentation]. Midwest Academy of Management Conference, Chicago, IL, United States.

Brauer, D. B. (2016). AACSB accreditation as an intervention to boost applications at graduate business schools [Paper presentation]. Midwest Academy of Management Conference, Fargo, ND, United States.

Brauer, D. B. (2014). Using AHP to reveal an audience's authentic needs and develop a strategy to achieve competitive advantages [Paper presentation]. International Symposium on the Analytic Hierarchy Process, Washington, DC, United States.

Brauer, D. B. (2010). A strategic HR model for the implementation of sustainability [Paper presentation]. 2nd Annual International Conference on Sustainable Enterprises of the Future, Pittsburgh, PA, United States.

White papers

Brauer, D. B. (2026). Culture is a set of priorities: Why a 100 percent profile beats a rating scale (White Paper No. 1). Priority Bridge Insights.

Brauer, D. B. (2026). Benchmark before you hire: A practical guide to Culture Benchmark and Culture Fit (White Paper No. 2). Priority Bridge Insights.

Manuscripts in preparation

Brauer, D. B., & Brauer, E. A. (2026). Relative cultural priorities in sales units [Manuscript in preparation]. `ABDC B`

Brauer, D. B. (2026). Great Connections: The student who dared to call and the Scouts who went to camp [Teaching innovation abstract in preparation]. National Conference in Sales Management 2027.

Brauer, D. B., Hochstein, B., Bachrach, D., & Brauer, E. A. (2026). Not just another organizational culture article: From talking to action [Manuscript in preparation]. `ABDC A`

GRANTS AND AWARDS

- Secured Fastenal as named sponsor of the FASTENAL Slippery Rock University AMA Sales Team, $15,000 for 2026 to 2027, within the first month at Slippery Rock University `2026`
- Secured an in kind gift of 110 ZoomInfo SalesOS seat licenses for 14 months, valued at $700,000, for Slippery Rock University sales students `2026`
- Secured a $10,000 pledge from Scouting America for the Slippery Rock University sales program `2026`
- Slippery Rock University Work Based Learning Micro Grant ($1,725) for Sales Team training and travel to the Global Collegiate Sales Competition `2026`
- $500,000 grant from ZoomInfo `2024, 2025, 2026`

- $138,000 grant from Awario 2019, 2020
- $115,000 grant from Priority Bridge LLC 2019, 2020
- Merit of Teaching, West Virginia University 2022, 2023, 2025
- Merit for Service, West Virginia University 2022, 2023, 2024
- Merit for Teaching, Service and Scholarship, Robert Morris University 2015 to 2016
- Durham University Student Scholarship Award, £1,000 2014

SALES PROGRAM RESULTS

- Grew West Virginia University sales enrollment from 104 students in 2020 to more than 601 in 2024 to 2025.
- Raised more than $3,000,000 in corporate partnerships for the WVU Sales Institute, its courses, USCA initiatives and the FASTENAL / WVU Sales Team; grew annual sponsorships from $38,000 to more than $300,000.
- Founded the FASTENAL / WVU Sales Team (97 tryouts, 18 members); first national role play invitations in year one; national ranking from #56 to #24 to #8.
- 2nd place team, MTSU Oracle Tech Sales Competition (Spring 2025); ICSC 8th place overall (Fall 2025); ICSC 4th place sales role play and 15th overall, up from 51st (Fall 2024).
- With Fastenal, created the largest live sales role play competition in the world: 574 role players from 36 schools in 2024, more than 900 from 68 schools in 2025.
- Scouting America sales project: students raised more than $133,000 in the 2025 to 2026 school year to send disabled Scouts to summer camp.
- Founded the first competitive sales team in Slippery Rock University history (August 2026), competing at GCSC in November 2026 and at Selling with the Bulls (University of South Florida) in February 2027.

TEACHING

Slippery Rock University

Strategic Marketing Management (MBA); Principles of Marketing; Advanced Selling (Spring 2027)

Virginia Commonwealth University

Selling 1: The Art of Persuasion (online)

West Virginia University

AI in Sales (MBA); Personal Selling 1; Professional Selling 2; Sales Management; Selling with Social Media; Distribution Channels; Marketing Strategy (MBA); Marketing Research (MBA)

Carthage College

Marketing Principles; Marketing Research (capstone); Social Media Marketing

Duquesne University

Entrepreneurship (MBA); International Business (MBA); Ethical Decision Making (MBA); Sales Fundamentals

Point Park University

Principles of Marketing; Professional Sales

Durham University Business School (Durham, England)

Managing People and Strategy, Global MBA (online)

Robert Morris University

Strategic Management (undergraduate and MBA); Management Theory and Practice; International Business; Organizational Behavior (graduate); Training and Development Through Performance Management

Teaching areas

Culture; Decision making; Distribution channels; Entrepreneurship; Ethics; International business; Marketing; Marketing research; Marketing strategy; Sales; Sales and AI; Sales management; Social media marketing; Strategy

SERVICE

To the profession

- Journal reviewer: Journal of Consumer Behaviour (2025); Journal of Business Research (2016, 2017); International Journal of the Analytic Hierarchy Process (2014 to 2016); Journal of Sustainability (2015); Journal of Social Sciences (2017)
- Conference reviewer: Academy of Management (Critical Management Studies, Entrepreneurship, Learning and Education, Organization and Management Theory, Business Policy and Strategy), 2016 to 2020; Midwest Academy of Management, 2016, 2017
- Session Chair, Green Is the New Black: Sustainable Consumption, Society for Marketing Advances, Orlando 2026
- Session Chair, Business Applications, International Symposium on the Analytic Hierarchy Process, Pittsburgh 2022
- Organizing Committee, International Symposium on the Analytic Hierarchy Process, London 2016
- Accepted Participant, Junior Faculty Consortium, Academy of Management, Anaheim 2016
- Session Chair, Strategic Applications Study, International Symposium on the Analytic Hierarchy Process, Washington, D.C. 2014
- University Sales Center Alliance: Board Member (2024 to 2026); MARCOM Committee (2021 to present); MARCOM Chair (2025)

To the university

- Slippery Rock University: ROCK MBA Director; Faculty Director, Community Innovation Studio; Faculty Advisor, AMA Chapter; developing a Safety Sales Certificate and Safety Sales Program with the Safety program and Fastenal
- West Virginia University: Curriculum Committee (2020 to 2026); DICE Committee (2020 to 2026); Chambers Innovation Team (2020 to 2022); Hiring Committee (2022 to 2023); developed the International Sales Accelerator

- Carthage College, Duquesne University, Point Park University, Durham University and Robert Morris University: curriculum development, sales role play coaching, hiring committees, internship placements and alumni events

To the community

- Scouting America Sales Project: students raised $133,000 to send Scouts with disabilities to camp `2025 to 2026`
- Board of Directors, Vice President, Haiti Friends `2015 to present`
- Fundraising Committee, Three Rivers Rowing Association `2025`
- Board of Directors, Institute of Management and Financial Studies, Vietnam `2023 to 2025`
- Board of Directors, Vice President, Friends of Hôpital Albert Schweitzer `2011 to 2015`
- Board of Directors, Glade Run Lutheran Services `2005 to 2011`

AFFILIATIONS

- Academy of Management, since 2013
- American Marketing Association, since 2017; Pittsburgh Advisory Board, since 2020
- Midwest Academy of Management, since 2016
- Pittsburgh Human Resource Association, since 2017
- Society for Human Resource Management, since 2009
- University Sales Center Alliance, since 2021