Gabriel Gonzalez, Ph.D.

Assistant Professor of Marketing

Gabriel Gonzalez, Ph.D., is Assistant Professor of Global Business at Thunderbird School of Global Management. His areas of research and expertise include the management of customer relationships, sales force management strategies, effective service infusion approaches for product manufacturing firms, and the effects of interpersonal networks among buying and selling firms on financial and relationship performance. Dr. Gonzalez is also a research faculty member of the Center for Service Leadership.

Dr. Gonzalez has extensive teaching experience in a wide range of MBA programs. He has received numerous department and college-wide teaching awards at the MBA and undergraduate levels. In addition he has designed and delivered highly impactful corporate learning programs for firms such as Honeywell, and has consulted with a wide range of world class global enterprises such as IBM, Yellow Corporation, Insight, and Direct Alliance Corporation.

Dr. Gonzalez has published extensively and his research has appeared in leading journals such as the Journal of Personal Selling and Sales Management, the Journal of Services Marketing, the Journal of Advertising Research, the Journal of Marketing Education, among others. His research has received numerous awards, such as the James M. Comer Award for the article making the best contribution to selling and sales management theory in the Journal of Personal Selling and Sales Management. In addition, he serves on the editorial review board of the Journal of Marketing Education Review and is a reviewer for various journals and academic conferences. Dr. Gonzalez holds a Ph.D. from the WP Carey School of Business at Arizona State University, a MBA from the Peter F. Drucker and Masatoshi Ito Graduate School of Business, and a BS in Business Administration from California State Polytechnic University, Pomona.

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