

John-Thomas Dietrich

Lecturer, Department of Marketing
W. P. Carey School of Business
Barrett Honors Faculty
Arizona State University
Tempe, AZ 85287-4106

Education

M.M	University of Mary, Masters of Business Management, 2006
M.B.A.	University of Mary, Masters of Business Administration, 2005
B.A.	North Dakota State University, English, 2003
B.A.	Coastal Carolina University, Business Writing 2013

Teaching Experience

Undergraduate:	Marketing Principles (302), Essentials of selling (391), Sales Management (410), Business to Business Marketing (452)
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Graduate:	Business to Business Marketing – Capturing Value (555)
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Center Services Leadership:

Foundations of Service Excellence
Honeywell Exec. Ed. Program, online, Center for Services Leadership

Delivering Service Excellence
Honeywell Exec. Ed. Program, online, Center for Services Leadership

Voice of the Customer
Honeywell Exec. Ed. Program, online, Center for Services Leadership

Blueprinting Service Experiences
Honeywell Exec. Ed. Program, online, Center for Services Leadership

Academic Employment

2015 - Pres	Lecturer Department of Marketing W. P. Carey School of Business Arizona State University
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2014 - 2015	Adjunct Department of Marketing
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W. P. Carey School of Business
Arizona State University

2009 - 2014

Adjunct
Marketing
Gary Tharaldson School of Business
University of Mary

Research Interests

Professional Sales:

- ✓ Professional Selling in B to C
- ✓ Professional Selling in B to B
- ✓ Competitive Sales Techniques and Competitions

Honors and Awards, Arizona State University

2020 Huizingh Outstanding Undergraduate Teaching

2018 Outstanding Teaching Award – Graduate Program

2019 International Collegiate Sales Competition – top 80 universities – ranked # 4 as a university
**ASU's 2 competitors ranked 8th and 12th out of 160 nationwide competitors

2019 Arizona Collegiate Sales Competition – 1st & 3rd place out of 40. School rank # 1 out of 9

2019 Arizona Collegiate Sales Competition - Speed Sell Champions. Rank # 1 out of 40

2018 International Collegiate Sales Competition – Student rank # 8 out of 160. School “Top 10”

2017 Arizona Collegiate Sales Competition – ACSC – 1st Place

2016 Liberty Mutual Sales Tournament – Hosted by University of Houston – 1st Place

2016 Arizona Collegiate Sales Competition – 1st Place

2015 International Collegiate Sales Competition – # 1 New School, 4th place out of 70

Refereed Publications

Text: “Professional Selling in the 21st Century: 7 Ways 7 Times” 1st Ed. Dietrich and Nichols.
Kendal Hunt, 2018. ISBN 9781524950262.

**Edition 2 launched in October 2019

**Schools adopted: SE Missouri Univ., Nazareth College, Eastern Kentucky, University of Minnesota – Crookston, Nicholls State, Creighton, Arkansas State, Community College of Beaver County, Catholic University of America

Center for Services Leadership – Online Director - 2019 - Present

- Faculty Director for Sprint Program 2020
- Presenter: Designing Services and Closing Gaps (Sprint 2020)

Faculty Council Representative: 2015 – 2017

Academic Standards Committee Member: 2019 - Present

Undergrad Barrett College Honors Thesis Contributor (1st and 2nd reader) – 2015-Pres.

Hannah Staal – First reader 2020
Claudia Crawford – First Reader 2020
Brittany Thurman – Second Reader - 2020
Lauren Rupp – First Reader - 2020
Annelise Way – First Reader - 2019
Emily Herring – Second Reader - 2018
Jackie Quinn – Second Reader - 2018
Cameron Tingey – Second Reader - 2017
Scott Gattenio – Second Reader - 2017
Trevi Guido – First Reader - 2017
Connor Sweeney – Second Reader - 2016

Honors Faculty, Marketing: 2015 – Present

- ✓ Approximately 10 per year

Professional Employment (Prior to Teaching Studies)

Ulteig Engineers, Fargo, North Dakota

- ✓ Senior Vice President - Marketing
- ✓ Led company to 5 National Excellence Awards
- ✓ Led company to win “Best in Show” (Engineering Industry highest Marketing Awards Honor - Nationwide)
- ✓ Firm was one of largest multi-disciplined engineering in the USA