

**G. SKYLER LEONHARDT**

University of Wyoming

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**EDUCATION**

**University of Wyoming**

PhD Marketing, (Expected May 2024)

Minor: Statistics

Dissertation: “Thinking and speaking in black and white: The influence of absolute language and dichotomous thinking on entrepreneurial and salesforce performance.”

Committee: Mark Leach (Chair), Jeff Covin, Molly Burchett, Elizabeth Minton, Kent Drummond

**New Mexico State University**

Master of Science, Applied Statistics, (May 2017)

**University of California, Berkeley**

Bachelor of Science, Business Administration, (May 2012)

**RESEARCH EXPERIENCE**

**Research interests:** My research focuses on how certain styles of language can influence entrepreneurial/sales success and how different cognitive styles within the salesforce can influence work behaviors and ultimately performance.

**Working Papers**

Leonhardt, G. S., Leach, M. “Caging the lone wolf: The influence of dichotomous thinking and sales control systems on sales performance.”

Target: *Industrial Marketing Management*

Leonhardt, G. S., Leach, M. “Salesperson orientation and sales performance: The moderating role of dichotomous thinking.”

Target: *Journal of Personal Selling & Sales Management*

Leonhardt, G. S., Burchett, M., Leach, M. “All or nothing: The influence of absolute language in sales communication.”

Target: *Journal of the Academy of Marketing Science*

Leonhardt, G. S. “Consumer Wisdom and Sustainable Product Purchase Intentions.”

Target: *Journal of the Academy of Marketing Science*

### **Conference Presentations**

Leonhardt, G. S., Burchett, M., Leach, M. (2023). “All or nothing: The influence of absolute language in sales communication.” Academy of Marketing Science 48<sup>th</sup> Annual Conference. New Orleans, Louisiana.

Leonhardt, G. S. (2022). “Consumer Wisdom and Sustainable Product Purchase Intentions.” Academy of Marketing Science 46<sup>th</sup> Annual Conference. Monterey, California.

### **Referred Conference Presentations**

Leonhardt, J. M., Keller, R., Leonhardt, G. S., & Leonhardt, R. (2017). “The effect of risk graphics on risk perception of multi-risk options: The case of childhood vaccines.” American Council on Consumer Interests Annual Conference. Albuquerque, NM.

Chu, R., Leonhardt, G. S., & Liu, M. (2013). “First-time usage behavior for consumers at bottom of the pyramid: The perspective of poverty.” Academy of Marketing Science 16<sup>th</sup> Biennial World Marketing Congress. Melbourne, Australia.

### **Conference Proceedings**

Leonhardt, G. S., Burchett, M., Leach, M. (2023). “The influence of absolute language in sales communication.” Academy of Marketing Science 48<sup>th</sup> Annual Conference. New Orleans, Louisiana.

Leonhardt, G. S. (2022). “Consumer Wisdom and Sustainable Product Purchase Intentions.” Academy of Marketing Science 46<sup>th</sup> Annual Conference. Monterey, California

Leonhardt, J. M., Keller, R., Leonhardt, G. S., & Leonhardt, R. (2017). “The effect of risk graphics on risk perception of multi-risk options: The case of childhood vaccines.” Consumer

Interests Annual, Vol. 63. Proceedings of the 2017 American Council on Consumer Interests Annual Conference.

**Invitations to Represent University of Wyoming**

Mountain West Region Research Symposium, Denver, Colorado (2023)

Academy of Marketing Science Doctoral Consortium, New Orleans, Louisiana (2023)

Society for Marketing Advances Doctoral Consortium, Charlotte, North Carolina (2022)

Mountain West Region Research Symposium, Fort Collins, Colorado (2022)

**TEACHING EXPERIENCE**

Instructor, Department of Management and Marketing, University of Wyoming:

SELL 3310 Pro and Technical Selling, Spring 2023

MKT 4240 Consumer Behavior, Fall 2022

MKT 3210 Principles of Marketing, Fall 2021

Teaching Assistant, Department of Management and Marketing, University of Wyoming:

SELL 3310 Pro and Technical Selling, Spring 2021 & Fall 2021

MKT 4520 Marketing Research and Analysis, Fall 2020

MKT 4450 Advanced Marketing Management, Fall 2020

Teaching Assistant, Department of Economics, Applied Statistics, and International Business, New Mexico State University:

AST 251 Statistics for Business and Behavioral Sciences, Spring 2016

AST 311 Statistical Applications, Fall 2015 & Spring 2017

AST 505 Statistical Inference, Fall 2016

**Teaching Certificates:**

Teaching Fundamentals of Marketing: Consumer Behavior, Academy of Marketing Science, May 2022

Teaching Fundamentals of Marketing: Sales, Academy of Marketing Science, May 2022

## INDUSTRY EXPERIENCE

### PC-Doctor

*Data Analyst for Software Diagnostics*, Reno, NV, USA (2017 – 2019)

Performed analyses of large datasets of computer diagnostic software to optimize and predict end-user system performance. Tasks involve high proficiency in R, SQL, Pentaho Data Integration, Power BI, and Excel.

### Arrowhead Center, New Mexico State University

*Graduate Assistant Research Statistician*, Las Cruces, NM, USA (2016)

Performed statistical analyses for the Arrowhead Center's Student Entrepreneurial Department to determine factors associated with entrepreneurial outcomes. Tasks involved high proficiency in R-Studio, SAS, and Excel.

### Clear Capital

*Vender Services Representative*, Truckee, CA, USA (2014-2015)

Assisted a nationwide network of brokers to determine the valuation of residential and commercial real estate. Tasks involved quality assurance of broker price opinions and appraisal reports.

## SERVICE

Ad-hoc Reviewer, Academy of Marketing Science, New Orleans, LA, 2023

Ad-hoc Reviewer, Academy of Marketing Science, Monterey, CA, 2022

Student Mentor, Sherwin Williams Sales Competition, Laramie, WY, Spring 2023

Technical Assistant, Sherwin Williams Sales Competition, Laramie, WY, Spring 2021

## COURSEWORK

### Graduate Courses

AST 503: Introduction to SAS

AST 504: Statistical Software Applications

AST 505: Statistical Inference

AST 506: Experimental Design

AST 507: Advanced Regression

AST 515: Statistical Analysis with R  
AST 551: Statistical Consulting  
AST 552: Advanced Statistical Consulting  
AST 553: Practicum in Statistical Consulting  
AST 555: Applied Multivariate Analysis  
AST 565: Statistical Analysis I  
AST 566: Statistical Analysis II  
AST 567: Linear Models I  
AST 568: Linear Models II  
BCIS 575: Database Management SQL  
ECON 5115: Forecasting and Time Series Analysis  
MKT 5250: Behavioral Theory I  
MKT 5450: Marketing Theory I  
MKT 5890: Adv Probs: Sales & B2B Marketing  
MKT 5890: Advanced Sales Research  
MKT 5890: Strategic Management  
STAT 5025: Design and Analysis of Experiments  
STAT 5015: Regression Analysis  
STAT 5115: Sampling  
STAT 5370: Survival Analysis