

**The Keys to Success:  
Integrating Sales and Marketing to Accelerate Business Growth**

**Keynote Speaker Biography**

**February 19, 2008**

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**Dr. Jakki Mohr, Jeff and Martha Hamilton Distinguished Faculty Fellow and Professor of Marketing at the University of Montana-Missoula**



Dr. Mohr received her B.B.A. from Boise State University (1982), her M.S. in Marketing from Colorado State University (1984), and her Ph.D. in Marketing from the University of Wisconsin-Madison (1989). Prior to joining the University of Montana in the Fall of 1997, Dr. Mohr was an assistant professor at the University of Colorado, Boulder (1989-1997). Before beginning her academic career, she worked in Silicon Valley in the advertising area for both Hewlett Packard's Personal Computer Group and TeleVideo Systems.

The winner of numerous teaching awards, including the 2005 Carnegie Foundation for the Advancement of Teaching "Montana Professor of the Year," she also received the Most Inspirational Teacher of the Year Award at the University of Montana in 2002, voted on by graduating seniors and given by Silent Sentinel, a senior honorary society.

An innovator in the field of marketing high-technology products and services, Mohr has achieved international acclaim for Marketing of High-Technology Products and Innovations (co-authored with Sanjit Sengupta and Stanley Slater), a textbook that has become the work of choice in business schools at colleges and universities worldwide, as well as for private industry managers in company training sessions. In addition, her book has resulted in invitations for her to teach at a number of other universities in recent years, including the University of Bern (Switzerland), the Scuole Superiore Sant' Anna (Pisa, Italy), the Indian Business School (Hyderabad), Ecole de Management (Grenoble, France), the Technology Leadership Program at the University of Colorado-Boulder, and the Drucker School of Management (Claremont Graduate University). Professor Mohr has also completed numerous consulting engagements with a variety of high-tech companies such as Fujitsu, Level 3 Communications, and a range of small-and mid-size companies.

Dr. Mohr's research has received national awards, and has been published in the Journal of Marketing, the Strategic Management Journal, the Journal of Public Policy and Marketing, the Journal of Retailing, the Journal of High Technology Management Research, Marketing Management, and Computer Reseller News, and other specialized journals at the intersection of technology and business marketing. She was designated as the Distinguished Scholar at the University of Montana (2003/2004).

In addition to pursuing her teaching, writing, and research with a passion, she is the mother of two active children, Willy (age 14) and Claire (age 11). Along with her partner Michael, they enjoy biking, camping, skiing, fishing, back-packing, traveling, and exploring Montana.

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