

Dr. Lenita Davis - BIO

Dr. Lenita Davis is the Director of the Center of Sales and Sales Management at the University of Wisconsin Eau Claire (UWEC). Prior to this appointment, Dr Davis was the Executive Director of the University of Arkansas Little Rock (UALR) Professional Sales program. During her tenure as director of the UALR Professional Sales Program, she raised funding to build a recording lab for sales role plays and established a corporate board. Dr. Davis is also the founding director of the University of Alabama Sales Program. While establishing the University of Alabama Sales program, she worked with Interact Technology to invent technology that helps professors record and critique student role-plays and presentations. The system is currently used in over 30 universities and colleges. Dr. Davis is an Executive Board Member of the University Sales Center Alliance and leads their committee on Thought Leadership. Dr. Davis initiated and leads a Global Sales Research Initiative for the American Marketing Association's Sales Special Interest Group. Dr. Davis' publishes frequently in an array of leading journals and has over 3000 citations. Dr. Davis has over 10 years of managerial experience; she has worked for Procter and Gamble in the Paper Division and for James River's Folding Carton Business. Dr. Davis, earned a PhD from University of Cincinnati, an MBA from Xavier University and a Bachelor of Science in Mechanical Engineering from Tuskegee University.