

**Kirby Shannahan, B.Sc., MA, PhD**



Dr. Kirby Shannahan is an Associate Professor of Marketing in the Faculty of Business Administration at MUN. He joined the Faculty of Business Administration in July, 2009. Kirby has a bachelor of science (B.Sc.) in psychology from MUN, a master of arts (MA) in sports management from the University of New Brunswick, and a doctor of philosophy (PhD) in business administration (marketing and supply chain management) from the Fogelman College of Business and Economics, University of Memphis. Kirby teaches courses on topics such as introduction to marketing strategy, professional selling, salesforce management, international marketing, and customer relationship management. His research interests include salesforce management, marketing research, customer relationship marketing and integrated marketing communications. He is primarily interested in helping sales organizations identify, recruit

and retain effective sales force members.

Kirby is father to Simon (Grade 3) and Adrienne (Grade 1). He spearheaded the Grade 2 Spring Sports Club in 2016 and a hockey skills club for the Grade 3 students in 2017. He was a member of the 2015 Gala Committee and is currently a Grade 3 class representative for the Parent's Auxiliary. Kirby is a 4<sup>th</sup> Degree Knight of Columbus with St. Paul's council who is actively involved in coaching minor soccer in St. John's.