

Erich Toncre

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EDUCATION

New Jersey Institute of Technology

- M.B.A. in Marketing
- M.S. in Technology Management

Indiana University, Bloomington, IN

- B.A. in Journalism and Business

TEACHING EXPERIENCE

Rutgers University

Director of Marketing Education/Department Vice Chair

7/2017--present

- Assist Marketing Chair Shen Yenyurt on several department initiatives including course scheduling, etc.
- Organize, advise marketing undergraduate and graduate students on curriculum issues and concerns.
- Organize, run the Marketing MBA Bootcamps each fall semester.
- Present at several "Meet and Greet" and Open House events to inform students about the benefits of the marketing program as well as Rutgers Business School.

Rutgers University

Assistant Professor of Professional Practice/Adviser/Mentor

7/2016--present

- Courses taught: Marketing Management, Marketing Consulting, New Product Planning, Introduction to Marketing, Digital Marketing and Marketing Strategy (both Undergraduate and Graduate levels)
- Advise students about their marketing major and career plans.
- Serve as a marketing coordinator in the planning and scheduling of marketing courses at the undergraduate and MBA levels.
- Serve as the faculty advisor for both the undergraduate and MBA level marketing clubs.

Rutgers University

Instructor of Professional Practice

9/2009-6/2016

- Served as an active member of the MBA Policy Committee and serve as chair of the Newark Undergraduate Policy Committee where we passed the Business of Fashion concentration this academic year 2013-2014.
- Courses taught: Marketing Management, Marketing Consulting, New Product Planning, Introduction to Marketing, Digital Marketing and Marketing Strategy (both Undergraduate and Graduate levels)
- Advise students about their marketing major and career plans.
- Serve as the faculty advisor for both the undergraduate and MBA level marketing clubs.

Rutgers University Institute for Management and Executive Development

Online Advisor/Instructor/Mentor

12/2006-12/2008

- Coaching students in Project Management and Marketing through one-on-one coaching and dialogs and development of assignments that map the subject to the career development needs of the students.

County College of Morris Program for Corporate Education

Adjunct Business Instructor

9/2007--6/2009

- Courses taught: Corporate Training and Small Business Marketing (Continuing Education)

County College of Morris

Adjunct Business Instructor

9/2006--12/2008

- Courses taught: Principles of Marketing, Principles of Management and Economics (Undergraduate Level)

Centenary College

Adjunct Business Instructor

9/2006--6/2009

- Courses taught: Principles of Marketing, Marketing Management, Problems in Marketing, International Marketing, Economics and International Business (Associates, Undergraduate and MBA levels)

New Jersey Institute of Technology

Adjunct Business Instructor

9/2004--12/2008

- Courses taught: Introduction to Business and Principles of Management, Marketing Management (Undergraduate Level)

**Warren County Community College
Adjunct Business Instructor**

1/2004--5/2008

- Courses taught: Corporate Training, Leadership Development, Small Business Marketing (Continuing/Corporate Education)
- Courses taught: Principles of Marketing, Human Resources Management, Small Business Management (Undergraduate Level)

TEACHING AWARDS

Recipient of the "Best Marketing Professor Award" for the Rutgers Business School,
New Brunswick campus for 2013-2014 academic year 4/2014

Nomination for "Best Marketing Professor Award" for the Rutgers Business School,
Newark campus for 2013-2014 academic year 4/2014

PROFESSIONAL EXPERIENCE

- Organized the RBS Marketing Summit Panel—Diversity & Inclusion Impact on Multicultural Marketing and conducted a fireside chat with Suba Nadarajah, Executive Director of Diversity, Equity and Inclusion for VMLY&R on October 2021
- Organized and served as the MC for the ANA Data Driven Summit hosted by Advertising Educational Foundation (AEF) and Rutgers University on Friday, March 5, 2021 to hear from top minds in data-driven marketing and how data can be transformed into actionable insights for firms
- Organized the Off The Clock/Center for Market Advantage webinar called: “Digital Innovations: Applications From the Field” on February 2021 where I interviewed marketing leaders on how digital innovations are transforming firms’ business models and marketing
- Organized and served as the moderator for the DTC Activation and Process Value Chain Panel at the DTC Digital Marketing Summit in Newark on February 2020.
- Served as an advisor for the New Brunswick undergraduate team at the National Diversity competition held at Indiana University in January 2020
- Serve as a member of the marketing department corporate advisory board
- Consulted with the following 14 minority owned small businesses on marketing via NJSBDC Experiential Program from 9/2019 to 12/2021
 - A Votre Serve—created a media kit and Instagram improvements from 9/2019—12/2019
 - Seedburger—provided social media enhancements from 9/2019—12/2019
 - Write and Wine—provided social media enhancements from 9/2019—12/2019
 - Caring World Health Services—provided social media consulting from 1/2020—5/2020
 - Devon Warren Photo—provided website and Facebook consulting from 1/2020—5/2020
 - Guru Fitness—provided social media consulting from 1/2020—5/2020
 - Win Win Guru Publishing—provided social media consulting from 1/2020—5/2020
 - Protocol International—provided social media consulting from 9/2020—12/2020
 - My Savannah Style—provided social media consulting from 9/2020—12/2020
 - Auntie Karen—provided social media consulting from 1/2020—5/2021
 - Thrive Pros—provided social media consulting from 1/2020—5/2021
 - Beauty Speaks—provided Instagram and Facebook consulting from 9/2021—12/2021
 - Chrisie Styles Boutique—provided social media consulting from 9/2021—12/2021
 - Emmaus Beauty—provided social media consulting from 9/2021—12/2021

- Consulted the following additional 24 small businesses via NJSBDC Experiential Program from 9/2019 to 12/2021:
 - Amarna Books & Media—provided social media consulting from 9/2019—12/2019
 - DatChat—provided social media consulting from 9/2019—12/2019
 - Creative Picture Frames—provided social media consulting from 1/2020—5/2020
 - Fusion Transport—provided social media consulting from 1/2020—5/2020
 - Raritan Yacht Club—provided social media consulting from 1/2020—5/2020
 - Adaptation Inc—provided social media consulting from 9/2020—12/2020
 - Gibson Tech Solutions—provided social media consulting from 9/2020—12/2020
 - Profulgent Technology—provided social media consulting from 9/2020—12/2020
 - Radius Campus—provided social media consulting from 9/2020—12/2020
 - The Collective—provided social media consulting from 9/2020—12/2020
 - Advanced Security—provided social media consulting from 1/2021—5/2021
 - Capitol Aerials—provided social media consulting from 1/2021—5/2021
 - Compliance Architects—provided social media consulting from 1/2021—5/2021
 - East Coast Media—provided social media consulting from 1/2021—5/2021
 - Fuscon Enterprises—provided social media consulting from 1/2021—5/2021
 - Phoenix Preschool—provided social media consulting from 1/2021—5/2021
 - RCI Tech—provided social media consulting from 1/2021—5/2021
 - Tetrus Consulting—provided social media consulting from 1/2021—5/2021
 - Becht Engineering—provided social media consulting from 9/2021—12/2021
 - DiGroup Architecture—provided social media consulting from 9/2021—12/2021
 - Keypoint Mortgage—provided social media consulting from 9/2021—12/2021
 - Med League—provided social media consulting from 9/2021—12/2021
 - Meetings By Mail—provided social media consulting from 9/2021—12/2021
 - Mikola Contracting—provided social media consulting from 9/2021—12/2021

- Consulted the following 5 corporate clients and coached my graduate students in working with them from 9/2019 to 12/2021
 - Avro**—provided consulting for marketing digestive health products from 9/2019—12/2019
 - Wonder Meats**—provided consulting to penetrate grocery chains with its food products from 1/2020—5/2020
 - Jabra**—provided consulting to help launch a new technology device for managing meetings from 9/2020—12/2020
 - FXI**—provided consulting to help client determine green opportunities for its products from 1/2021—5/2021
 - Frederick Wildman & Sons**—provided consulting to rebrand/revive “Bolla” wine brand from 9/2021—12/2021

- Serve as an ad hoc peer reviewer for Rutgers Business Review (reviewed six submissions from 2021 to present so far)

- Managed and interviewed Rutgers faculty scholars as part of the Rutgers Business Insights series, videos available via You Tube from 3/2021 to present:

Interview with Nancy DiTomaso Regarding Gender Inequality in Business:

<https://www.youtube.com/watch?v=wV0j8dNS5fw&t=18s>

Interview with Kristina Durante Regarding Outdated Gender Norms:

<https://www.youtube.com/watch?v=pLT4zF5JU4o&t=50s>

Interview with Tendai Ngoro Regarding Small Businesses

https://www.youtube.com/watch?v=4rCI8_4wJKg&t=463s

Interview with Can Usly Regarding The Global Rule of Three:

<https://www.youtube.com/watch?v=wHqy6q1Jc9Y&t=3s>

Interview with Rudi Leuschner Regarding Supply Chain Finance:

<https://www.youtube.com/watch?v=MLGwXoafzEs&t=43s>

Interview with Arash Azadegan Regarding Supply Chain Resilience

<https://www.youtube.com/watch?v=2k8VB9uKDjk&t=331s>

Interview with Shen Yenyurt Regarding Logistics Managers' Index and Supply Chain Capabilities in Covid-19 Era

<https://www.youtube.com/watch?v=fxFTgCb8ec>

Compass Strategies Group, LLP
Partner and Management Consultant

1/2005--present

- Consult and train clients on how to choose the right business opportunities, write sound business plans, consult and train clients in marketing related areas from small businesses to large firms.

AT&T

Sales, Training and Marketing Consultant

3/1997--12/2004

- Improved performance of sales teams by implementing a CRM training program and designing marketing programs for small businesses to Fortune 500 customers such as Charles Schwab and JP Morgan for AT&T Teleconference Services.
- Exceeded sales quotas by selling voice and data services to Growth Market customers (500 to 1000 employee companies) as well as provide product advantages such as network quality, reliability and customer satisfaction metrics.

RUTGERS BUSINESS REVIEW (PEER REVIEWER)

5/2021--present

- Conducted six ad hoc peer reviews for six different article/paper submissions for Rutgers Business Review

CASE COMPETITIONS

National Diversity Case Competition

Team Adviser

- Advised New Brunswick student team on a 3M case to develop a strategy for a community or neighborhood in the US to engage more underrepresented and under-resourced students in STEM programs.

1/2020

Hudson Bread Brand Competitions

2/2017—4/2017

Co-Organizer, Team Adviser

9/2017—11/2017

- Organized, advised and judged two student competitions to develop and build promotional campaigns to generate greater brand engagement for Hudson Bread in the retail sector.

RBS Apprentice Marketing Plan Competition Co-Organizer, Team Adviser and Judge

11/2015—2/2016

- Organized and judged promotional campaigns from four student teams to generate fan interest and tickets sales for the Rutgers Women's Basketball home game when they competed against Big Ten Rival Iowa during the 2015-2016 season. The campaigns generated the highest ticket sales and fan turnout for a home game that season.

PROFESSIONAL MEMBERSHIP

Product Development Management Association (NYC Chapter)
Director of Marketing 3/2015-12/2017

- Manage the planning and promotional activities associated with the special programs that are scheduled throughout the year.

FACULTY DEVELOPMENT ACTIVITY

American Council on Education 1/2019

- Received certificate for ACUE course called Effective College Instruction

INDEPENDENT STUDY /HONORS THESIS FACULTY ADVISER

Fall 2021—Spring 2022

Khushi Gandhi and Paolo Arante (undergraduate honors thesis—completion date: April 2022)

Nature of Work Supervised: It is an in-depth analysis of how to manage/mitigate impact of crisis on a brand.

Fall 2021

Jessica Weissman (graduate independent study—completion date: October 2021)

Nature of Work Supervised: It is an in-depth analysis of how to manage/mitigate impact of a crisis on pharmaceutical and bio-tech brands.

Spring 2021

Diego Anya (undergraduate independent study—completion date: May 2021)

Nature of Work Supervised: Mentored student on fashion brand management with client and graded completed assignments associated with the study.

Spring 2020

Angela Calvache, Thomas Daly, Mische Camille Galang, Jennifer Gama, Aliceya Jerome, Linnea Kallner, Jordan Luthers, Giuseppe Marra, Nidha Rabbitwala, Anastasia Titus (spring marketing internships started in person finished virtually—completion date: May 2020), Nature of Work Supervised: Mentored students during internships and graded completed assignments associated with the internships.

Summer 2019

Rameen Ilyas (undergraduate independent study—completion date: August 2019) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Hy Ho, Cynthia Jaramillo and Taylor Leake (marketing internships—completion date: August 2019), **Nature of Work Supervised:** Mentored students during the internships and graded completed assignments associated with the internships.

Spring 2019

Simran Fernandes (undergraduate honors thesis--completion date: May 2019) Sexism and Stereotypes in Sports Advertising, **Nature of Work Supervised:** It is an in-depth analysis that addresses sexism in sports advertising and how it impacts fan attendance at sports events.

Spring 2018

Nadav Barack (undergraduate honors thesis--completion date: April 2018) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Viditi Shah (graduate independent study--completion date: April 2018) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Evelyn Garciahernandez (undergraduate independent study--completion date: April 2018) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Dan Joung (undergraduate independent study--completion date: April 2018) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Kristen Tse (undergraduate independent study--completion date: April 2018) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Fall 2017

Dhawalkumar Balani (undergraduate independent study--completion date: October 2017) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Spring 2017

Marissa Saslowsky (undergraduate independent study--completion date: April 2017) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Spring 2016

Serena Badro (undergraduate independent study-completion date: April 2016) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Ariel Marcus (undergraduate honors thesis-completion date: April 2016)

Nature of Work Supervised: Her study on the digital marketing challenges and opportunities faced by firms in the retail, pharmaceutical and travel industries. The study included an in-depth discussion of digital marketing's best practices and how firms can implement these best practices.

Patrick Purcell (undergraduate independent study-completion date: April 2016) Crisis Management and Its Impact on Brand Management, **Nature of Work Supervised:** It is an in-depth analysis of how to manage/mitigate impact of a crisis on a brand.

Fall 2015

Urvi Tiwari (undergraduate honors thesis)

Nature of Work Supervised: Her study provided an analysis between traditional and fast fashion approaches of fashion companies to meet customer needs and its impact on the environment.

Spring 2014:

Nina Chen (undergraduate independent study) Nature of Work Supervised: Her study focused on public relations relationship to other marketing activities in firms and its impact on firms' brands in their respective product portfolios.

Connie Ngo (undergraduate independent study) Nature of Work Supervised: Her study addressed marketing strategies and marketing tactics for increasing student awareness and student participation in Rutgers campus activities.

Danielle Merino (undergraduate independent study) Nature of Work Supervised: Her study addressed what she learned as an e-commerce intern at Kipling, Inc.

Pooia Chaudhary (undergraduate independent study) Nature of Work Supervised:

Her study addressed the opportunities and challenges facing the public relations profession. The study included a case study focus on three public relations firms.

Crystal Almonte (undergraduate independent study) Nature of Work Supervised:

Her study addressed the New Product Planning Process and applying these discipline principles to starting her own apparel business.

Jarrett Novack (graduate independent study) Nature of Work Supervised:

His study focused on the effectiveness of traditional and non-traditional marketing techniques in the NASCAR race car business.

Lauren Baszczewski (graduate independent study) Nature of Work Supervised:

Her study focused on the effectiveness of traditional vs. non-traditional marketing techniques in the medical device field.

SERVICE TO RUTGERS UNIVERSITY

School of Arts and Sciences Honors Program in New Brunswick 4/2014--present
Faculty Mentor

- Advise honors students interested in the marketing field.

Newark Faculty Council
Council Member

9/2020—present

- Attend and participate in meetings that impact the faculty and students of the Newark campus community

SERVICE TO RUTGERS BUSINESS SCHOOL

Rutgers Business School Video Manager

1/2021—present

- Interview business faculty and industry leaders on cutting edge business topics and post them on Rutgers Business media and You Tube.

Newark Undergraduate Policy Committee
Chairman, Member

9/2014--5/2016

9/2021--present

- Accomplishments with the committee include passage of the Business of Fashion minor and concentration, refining the AACSB learning goals and passage of the Real Estate minor and concentration.

MBA Policy Committee Member

9/2014--5/2015

- Accomplishments include refining the graduate learning goals, discussion and implementing ideas for the improvement of the RBS experience for our full-time and part-time graduate students and the discussion of rankings and how to improve our position in the rankings.

New Brunswick Undergraduate Policy Committee Member

9/2017--5/2018

- Accomplishments include passage of course curriculum updates for the Supply Chain department and refining of the AACSB learning goals.

**AACSB Assessment Committee
Marketing Department Member**

9/2014--present

- Participate as a member on the AACSB Assessment Committee which is tasked with the responsibility for evaluating the business knowledge attained by our business students in the undergraduate and graduate programs and make recommendations for areas of improvement.

**Special Programs Committee
Committee Chair**

9/2021—present

- Serve on the New Brunswick and Newark Policy Committees as well as the chair of the Special Programs Committee that address the refining of the AACSB learning goals, passage of the stackable program and RBS/XLRI double degree program in Supply Chain Management

**Rutgers Association for Marketing and Strategy
Faculty Adviser**

9/2014—12/2019

- Advise MBA club members and help organize club events during the academic year.

**Rutgers Marketing and Management Society
Faculty Adviser-Newark Chapter**

9/2014--present

- Advise undergraduate club members and help organize club events during the academic year.

SERVICE TO THE MARKETING DEPARTMENT

Rutgers Business School Marketing Department

Director of Marketing Education/Department Vice Chair 9/2014--present

- Assisting the marketing chair and vice chair on several department activities including course scheduling, organizing, advising marketing students (undergraduate and graduate levels) on curriculum issues and concerns
- Organizing and running the Marketing MBA Bootcamps each fall semester as well as participating in the Open House events for both prospective MBA and undergraduate students.

SERVICE TO THE LOCAL COMMUNITY

Enactus

Advisory Board Member for New Brunswick Chapter 9/2016—12/2019

- Advise/mentor students and chapter leadership in connecting with academic and business leaders of the NY/NJ Metro area in aiding through entrepreneurial projects that benefit the local New Brunswick community (Projects that impact the environment, education and well-being of New Brunswick residents).