

Gary Minkoff

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Professional Positions

Professional

Chief Operating Officer/Co-Founder-Pre-D Partners (2014-Present)

Mayor, Borough of Highland Park. (2012-2014)

Councilman, Borough of Highland Park (2002-2011)

Instructor/Content Developer, New Jersey Small Business Development Centers. (2012-Present)

Executive Director, NJ Higher Education Partnership for Sustainability. (2011-2013)

Founder and President, Above & Beyond Marketing. (1997-Present)

Executive Director, Cabletelevision Advertising Association of NY. (1997-2008)

Senior Financial Consultant Merrill Lynch-1995-1997

Financial Consultant Smith Barney (and predecessor firms)1987-1995

Management Associate/Assistant Manager-Citicorp Investment Bank-1985-1987

Consultant-Charles Associates-1983-1985

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Academic - Post-Secondary

Instructor/Content Developer for online and traditional courses, Rutgers, The State University of New Jersey. (2011- Present).

Teaching Experience

Rutgers Business School-various courses in Entrepreneurship; Ethics in Business-responsible for approximately 300 students per semester and manage a teaching team of 4

Rutgers NJ Small Business Development Center-Piscataway
BUSINESS AND STRATEGIC PLANNING FOR GROWTH

RESEARCH

Robinson, J., Minkoff, G. (2016): Jewish/Black Business Alliance of Chicago, Whitepaper; "The Promise of Collaboration: How the Jewish and Black Communities of Chicago can Work Together and Make a Difference for the Communities of Chicago"

Minkoff, G. Workshop Leader (2015): United States Association for Small Business and Entrepreneurship, "Developing a Fail to Success Mindset in Entrepreneurship"

Minkoff, G. Panelist, (2013): Rutgers Workshop on Social Innovation, Sponsored by NSF, "The Intersection of Government/Policy and Social Innovation".

SERVICE

Professional Activity-Invited Presentations

- Minkoff G. Presenter (2017) Rutgers RISE Weekend, "Minimum Viable Product"
- Minkoff G. Moderator (2017) Rutgers Entrepreneurship Expo "Entrepreneurship Career Paths"
- Minkoff G. Discussant (2017) Center for Urban Entrepreneurship and Economic Development "Investing in Inclusive Innovation"
- Minkoff G. Presenter (2017): New York and New Jersey Minority Supplier Diversity Council, "Marketing your Business for Success in the New Millennium: Emerging Trends"
- Minkoff, G. Presenter: (2016) "My Time Machine...Lessons from a Mission-Driven Life...Entrepreneurial Leadership, Social Entrepreneurship and Other Stuff." Rutgers Honors College Forum
- Minkoff, G. Presenter-(2016) Rutgers Veterans' Extension Training Program "Entrepreneurial Marketing"
- Minkoff, G. Presenter (2016) New Jersey Small Business Development Network Statewide Leadership Retreat: "Hunting for Big(ger) Game: Strategies to Attract, Counsel and Retain Larger Clients"
- Minkoff, G., Panelist/Moderator. (2013): New Jersey Higher Education Partnership for Sustainability, Chief Sustainability Officers' Summit-Visioning for Accelerated Impact, "Social Aspects/Community Partnerships in Sustainability"
- Minkoff, G. Presenter, (2013): NJ State Employment Training Commission- "Sustainable Career Paths".
- Minkoff, G. Moderator, (2013): Siemens/NJ Higher Education Partnership for Sustainability "Solar Exchange Thought Leadership Event".
- As Member of the Highland Park Borough Governing Body-"NJ Clean Energy Council, NJ State League of Municipalities, "Buy Green'Save Green", "Meet the Mayors"

Professional Activity-Consulting

- Consultant, Above & Beyond Marketing. (1997-Present). Representative Clients: AOL, Time Warner, Stop & Shop Supermarkets, D'Addario, Honeywell/NJ Clean Energy Council; Coldwell Banker. Diamond Realtors, United Synagogue of Conservative Judaism, Virtual Jerusalem, Hebrew Free Burial Association and Bayshore Center at Bivalve
- As Member of Rutgers Faculty-
- Public Private Community Partnership Program-City of Newark-Data Analysis/Reporting (in process)
- Bloomberg LLP-Recommendations for the Sustainable Purchasing Leadership Council

Professional Activity-Other

"Startup Nation Tour"-(2017) to explore/foster collaboration between Rutgers and participants in the numerous Israeli entrepreneurship (startup, social, corporate) ecosystems. Has enabled planning for a summer 2018 undergraduate course "Doing Business in Israel" as a means to foster student understanding of Israel's entrepreneurial culture and ecosystems, and to enable direct interaction and "organic" relationship development for collaboration

Professional Service

- Judge-Startup Chile Entrepreneurship Competition-Fall 2017; Spring 2017
- "Strolling Mentor"-HUSTART-Hebrew University of Jerusalem Startup Accelerator-Summer 2017
- Judge-Verizon Powerful Ideas/Million Dollar Challenge 2015
- Judge-Nicholson Foundation/Rutgers Healthcare Delivery Challenge 2015

Judge-Desafio Intel 2014 Tech entrepreneurship competition
Judge-1st,and 2nd Annual CAB Creative Showcase Awards, Cabletelevision Advertising Bureau
Judge-30th Annual CAB Cable Advertising Awards, Cabletelevision Advertising Bureau
ReviewerTextbook, Temporal Data Mining. (2010).
Honorary Brother-Alpha Kappa Psi Professional Business Fraternity-Omicron Tau Chapter (Rutgers University)
Chair-Advisory Board, Rutgers Small Business Development Center, New Brunswick-2015-Present
Member-Global Advisory Board, Center for Leadership and Management, Rutgers University School of Social Work-2013-2015
Member-Rutgers University Entrepreneurship Coalition 2015-Present
Member-Rutgers University Sustainability Committee-2015-Present
Member-Celebrating Staff at All Levels"-Committee of Rutgers Business School 2014
Member-Rutgers Business School Excel Task Force 2016-2017
Member-Rutgers Business School Nominating Committee 2016-Present
Advisor-Rutgers Tamid Group ("Startup Nation" Club) 2017-Preent
Member-NJ State League of Municipalities-Mayors' Economic Development Committee 2012-2014

Community Service

Mayor's Designee (As Highland Park Borough Council Member)-Highland Park Planning Board; Highland Park Redevelopment Agency; Highland Park Public Library Board of Directors; Shared Services Committee with Highland Park Board of Education; Highland Park Environmental Commission, Highland Park Shade Tree Advisory Committee and Highland Park Green Community Working Group/Sustainable Highland Park 2002-1012

Highland Park Borough Council Committee Chair (Oversight Responsibilities for: Finance (included Highland Park Municipal Court, Tax Assessment and Tax Collection)), Economic Development, and Public Works and Public Utilities (Sanitation, Recycling and Water/Sewer Road, Sidewalk, Vehicla and Building Infrastructure Planning and Maintenance) 2002-2012

Executive Board Member-Oscar and Ella Wilf Campus for Senior Living 1998-2002

Executive Board Member-Martin and Edith Stien Assisted Living Residence 1998-2002

Trustee-Foundation for the Oscar and Wilf Campus for Senior Living 1990-1997

Executive Board Member-Jewish Federation of Greater Middlesex County 1991-1997

Executive Board Member-Rabbi Pesach Raymon Yeshiva 1993-2002

Awards

Outstanding Workshop-Entrepreneurship Pedagogy-(2015): United States Association for Small Business and Entrepreneurship, "Developing a Fail to Success Mindset in Entrepreneurship"

President's Award (1993)-Jewish Federation of Greater Middlesex County-Marketing Committee Chair

Klein-Belikove Outstanding Young Leadership Award (1991)-Jewish Federation of Greater Middlesex County (Award included full subsidy for a 10-day leadership development mission in Israel.

Education

MBA, F.W. Olin Graduate School of Business-Babson College, 2009. (Magna Cum Laude)

BA, Rutgers College, Rutgers, The State University of NJ, 1983