

LOUBNA ERRAJI, Ph.D., MBA, PCC

ADJUNCT PROFESSOR - MANAGEMENT CONSULTANT - EXECUTIVE COACH - NEUROSCIENTIST

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ACADEMIC EXPERIENCE**RUTGERS BUSINESS SCHOOL****2011 & 2015 - Present****Adjunct Professor**

- Teaches **Undergraduate & Graduate** (MS Supply Chain, MS Healthcare Management, MS Business of Fashion) courses: *Management Skills, Soft Skills, Team Consulting, Industry Leaders Series*.
- Teaches **Executive MBA** electives: "*Cross-Cultural Diversity & Business Challenges*", "*Case Study Analysis & Presentation*", "*Team Consulting*" classes.
- Teaches **MBA** course: "*Integrated Business Applications: Team Consulting*". Provides guidance to MBA students on assigned consulting engagements (from analysis to recommendations).
- **Advisor** to Executives, graduate and undergraduate students on **career management, business skills**, and clients (biotech start-ups, U.S. universities, and non-for-profit organizations) on project management and delivery (corporate strategy, business development, etc.).

COLUMBIA UNIVERSITY, NY, NY. Department of Psychiatry**2002 - 2007****Assistant Professor of Clinical Neuroscience**

2007

- Designed study protocols and applied Genomics and bioinformatics to Neuroscience research.
- Led three major research projects in different species: human, mouse and rhesus monkey to identify new biomarkers associated with depression, aggression and suicidal behavior.

Instructor of Clinical Neuroscience

2005 - 2007

- Research Scientist, Department of Neuroscience, New York State Psychiatric Institute.

Postdoctoral Research Fellow, Geriatric Psychiatry Fellowship.

2002 - 2005

- Received training in Neuroscience and Genomics, Columbia University, NY, NY. Steven Roose, M.D., Director.

Mentor, Trainer, Student Advisor.

2002 - 2007

- Trained and advised graduate, undergraduate students and research assistants with degrees from NY University, Washington University, McGill University, Cornell University and Columbia University.

RENE DESCARTES UNIVERSITY, Paris, France.**1993 – 1997****Instructor**

- Taught Cellular and Molecular Biology, Biochemistry and Immunology courses to medical school students.

PROFESSIONAL EXPERIENCE**ADVANCIS CONSULTING, LLC****2016 – present****CEO & Founder**

Executive coach to high-achieving professionals in career transition who want to feel empowered to take their next steps with confidence.

<https://www.advancisconsulting.com/career-coach>

RUTGERS UNIVERSITY – School of Management & Labor Relations**06/2019 – 09/2020****Managing Director, Center for HR and Leadership Development (CHRLD)**

- Lead business development and marketing efforts for CHRLD Executive and Professional Education.
- Design and deliver executive education training programs to corporations and individuals.
- Manage the HR Advisory Board: research projects; custom HR management and leadership programs.

RUTGERS UNIVERSITY – Rutgers Business School**2011, 2015 - 2019****Director, Executive MBA Career Management & Alumni Relations**

June 2016 – July 2019

- Supported Executive MBA students and alumni with strategic career assessment and planning, résumé writing, job search, interview preparation, networking and job placement.
- Facilitated of student career-related workshops, lunch and learns.
- Planned and organized alumni events (certificate programs, workshops, symposia, career fairs, etc.).
- Participated in EMBA Open Houses.

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- Led the development and edition of EMBA program newsletters.
- Development and oversight of social media channels' content (LinkedIn, Facebook, REMBA website)
- Acted as the main liaison with recruiters, employers, vendors.
- Acted as the main contact for Executive MBA rankings (Financial Times, Ivy Exec, The Economist).
- Taught "Cultural Diversity", "Case Method", and "Team Consulting" classes.

Career & Leadership Coach - Management Consultant

2011 - Present

- Trainer, coach, and adviser to executives, small business owners and students.
- Supported clients and students with **strategic career management and counseling**: *résumé writing, LinkedIn profile writing, executive training, interview preparation, and placement.*
- Organized panels, workshops and boot camps: planned and organized the first MBA financial boot camp at RBS in 2011; lead the case study workshop for MBAs in 2012 (invited by *Dr. Sharon London*) and supported the students with interview preparation and facilitated their placement with consulting companies.
- Participated in open houses with the RBS MBA program.
- Developed marketing and communication strategy plans and business plans for executives and business owners: pharmaceutical clients; RBS clients who were part of the Team Consulting MBA program.
- Built and developed **strategic partnerships** with corporations and start-up companies.

FLAVINE NORTH AMERICA, Marketing and Regulatory Agent for Generic Drug Manufacturers 2014 - 2015
Vice President, Technical Operations (Active Pharmaceutical Ingredients)

- Reported to the President and CEO.
- Led team of Directors, Managers, and external Consultants in the US, China, India.
- Led worldwide Pharmaceutical generic **Product Development** and **Product Portfolio Strategy** in regulated markets.
- Oversaw supplier projects: supporting process development from a **regulatory and technical** perspective; ensuring that manufacturing plants operate in compliance with GMP guidelines.
- Identified and managed **partnership opportunities**, including joint ventures, with current and new partners.

Results: streamlined supplier management and product development workstreams, leading to business revenue increase by at least 10% in US, China, and in India.

CAMPBELL ALLIANCE, Consulting Business Segment of inVentiv Health, Inc.

2012 - 2014

Engagement Manager—Associate Practice Executive

- Supported major pharmaceutical and biotech companies with commercial and medical affairs projects in the therapeutic areas of **Oncology, Immunology & Inflammation, Respiratory, Diabetes, Women's health, Psychiatric Disorders.**
- **Commercialization Strategy**: projects included the development of franchise strategy, portfolio planning, product life cycle management, market opportunity assessment, capability assessment.
- **Launch Strategy and Planning**: supported cross-functional teams (Marketing, Technical Operations, Distribution, Regulatory, Medical Affairs, Sales, Pricing and Market Access, Corporate Affairs) with launch strategy development, launch planning, anticipation of launch risks, and ensuring cross-functional teams' launch readiness and alignment.
- **Project Management**: supported regulatory and drug safety teams of multiple generic companies to manage risks associated with the use of specific drugs (REMS program).

Results: Generated \$750K sales in 2H12, and ~ \$2.5 Million in 2H13; built strong client relationships and served as the point person for day-to-day client communications (Senior Executives: Exec. Director Level & above).

RUTGERS BUSINESS SCHOOL, Highest-ranked business school in New Jersey

2011

Director, MBA Team Consulting Program – Director, Corporate Relations

- Built and developed **strategic partnerships** with corporations and start-up companies.
- Managed the team consulting **courses and projects** for MBA students in Newark and New Brunswick, oversaw 16 projects overall, and **directly led 5 teams** (5-6 members each) to develop:
- Assisted the Associate Dean/Executive Director for the MBA Programs on new **policies, activities, initiatives** to strengthen graduate programs.

Results: supported clients with their go-to-market strategy, advised students on management consulting approaches, and mentored them with their career management (i.e. resume review, interview preparation, networking, etc.). Some clients for the fall 2015 were returning satisfied clients from 2011.

BOOZ & COMPANY, Leading Global Management Consulting Firm **2010 - 2011**
Associate, Healthcare & Life Sciences Practice. *Engagements included growth and market entry strategy, site transformation, operational cost reductions, talent management initiatives.*

- Identified growth opportunities within the payor analytics market for a healthcare client: analyzed the competitive landscape, developed entry strategy and performed benefits/risks analysis. As a result, the client acquired a company at the end of 2010, to drive its growth in the point-of-care market and its expansion into the hospital pharmacy market.
- Supported the site manager of a major U.S. pharmaceutical company with all aspects of the site transformation: operational cost reductions, talent management initiatives, etc. this led to the implementation of initiatives to increase site design, site vibrancy, and organizational structure.
- Helped with recruiting efforts from top MBA schools. Built and developed relationships with students and advised them on their career management (i.e. resume review, interview preparation, networking, etc.).

HOFFMANN-LA ROCHE, INC. Fortune 500 Company, 10,000+ employees. **May 2008 - Oct 2008**
Senior Business Intern, Department of Interactive Marketing

- Created and conducted surveys to gather the voice of the customer and address stakeholders' needs (brand management, medical, regulatory, etc.) regarding the e-mail campaign management process.

Results: streamlined the e-mail campaign management process by increasing cross-functional collaboration and enhancing the volume of outbound e-mail campaigns to patients and physicians.

BIOMÉRIEUX, INC., a \$1 plus billion leader in clinical diagnostics. Morocco. **2000 - 2001**
National Account Manager, Healthcare Division – Specialty and Hospital

- Developed a large portfolio of accounts for *in vitro* diagnostics and laboratory equipment: 200+ private and government laboratories, 20+ public hospitals, blood centers.
- Provided POA materials to the sales team: hospitals and private laboratories.
- Trained lab personnel on automated bacteriology and immunology equipment (miniAPI, miniVIDAS).

Results: brought in 20 new clients per year; increased profits by 10%; increased the collection of accounts receivable by 20%; increased bioMerieux's exposure in trade shows and industry events.

PFIZER, INC. Fortune 500 Company, 10,000+ employees. Morocco. **1998 - 2000**
Medical Science Liaison / Sales Representative – Primary care and Specialty

- Supported physicians and pharmacists in 5 sales territories with 70 physicians apiece.
- Organized trade shows and workshops for physicians. Trained new sales representatives.
- Provided regular feedback and reporting of data to brand, sales and medical teams.

Results: retained 100% of physicians and added 10 new customers per year per territory (50 total); increased sales by 20% and client satisfaction by 40%.

EDUCATION & CERTIFICATIONS

2019	Leadership Coaching for Organizational Performance - ICF-Accredited Coaching Training Program – Heidrich & Struggles / Rutgers University	
2018	LSSGB , Lean Six Sigma Green Belt Certification - Rutgers University.	
2009	MBA Rutgers University, Newark, NJ, GPA 3.8	Pharmaceutical Management - Marketing
1997	Ph.D. René Descartes University, Paris, France, GPA 3.9	Molecular Biology - Pharmacology
1993	M.S. René Descartes University, Paris, France	Molecular Biology

AWARDS AND HONORS

1997	Dissertation Summa Cum Laude , Université René Descartes - Paris, France.
2000	Award for " <i>Integrity and Work in the Community</i> ", Pfizer Pharmaceuticals, Casablanca, Morocco.

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- 2003-2005 **Young Investigator Award**, National Alliance for Research in Schizophrenia and Depression (NARSAD). "Molecular Characterization of Aggression and Impulsivity in animal models".
- 2004 **Invited lecturer**. Department of Psychiatry, Division of Developmental Psychobiology, Columbia University / New York State Psychiatric Institute.
- 2004 **Invited lecturer**. Gene Expression Systems, Inc: bioarrays meeting. New York, N.Y. "Molecular characterization of normal aging in human prefrontal cortex".
- 2004 **Travel Award**, International College of Geriatric Psychoneuropharmacology (ICGP).
- 2006 **Travel Award**, American College for Neuropsychopharmacology (ACNP)/ Sanofi-Aventis.
- 2006 **Invited lecturer**. ACNP meeting, Hot Topics. "Aggression is associated with altered expression of genes for neurotransmission and neuron structure in the human prefrontal cortex".
- 2009 Beta Gamma Sigma, The international **Honor Society recognizing Business Excellence**.
- 2012 Dr. S. George Walters **Consulting Excellence Award**. Rutgers Business School.
- 2018 **Invited panelist**. Executive MBA Council Regional Meeting at Baruch College.

FELLOWSHIPS AND GRANTS

- 1996-1997 **Fellowship**, "Société de Secours des Amis de la Science", René Descartes University - Paris, France.
- 2002-2005 National Institute of Mental Hygiene (NIMH) Geriatric Psychiatry **Fellowship** (Steven Roose, M.D., Director - Columbia University)
- 2002-2005 Geriatric Psychiatry **Fellowship**, National Institute Mental Health (5T32 MH20004/05), "Molecular Characterization of Aging in the Human Prefrontal Cortex".
- 2003-2005 **Principal investigator grant**. National Alliance for Research on Schizophrenia and Depression, (NARSAD) "Molecular characterization of genetic models of impulsivity and aggression". \$60,000.
- 2006-2008 **Principal investigator grant**, American Foundation for Suicide Prevention (AFSP). \$70,000.
- 2008 Robert E. Campbell **Fellowship**, Rutgers Business School.
- 2009 Daniel Kessler **Fellowship**, Rutgers Business School.

PROFESSIONAL ORGANIZATIONS AND SOCIETIES

- 2003 Member, Society for Neuroscience.
- 2004 Member, New York Academy of Sciences.
- 2004 Associate Member, International College of Geriatric Psychoneuropharmacology.
- 2006 Member, Society for Biological Psychiatry.
- 2008 Rutgers Business School Pharmaceutical Management Club
- 2008-2012 Biotech and Pharmaceutical Professionals Network
- 2009-2012 Ivy Business Networking Community
- 2016-2019 Executive MBA Council

BIBLIOGRAPHY

PEER REVIEWED ARTICLES

1. André C., **Erraji L.**, Gaston J., Grimber G., Briand P. and Guillet J.-G. **1996**. Transgenic mice carrying the human β_2 -adrenergic receptor gene with its own promoter overexpress β_2 -adrenergic receptors in liver. "European Journal of Biochemistry". 241; 417-424.
2. André C., Couton D., Gaston J., **Erraji L.**, Renia L., Varlet P., Guillet J.G. and Briand P. **1999**. Beta2-adrenergic receptor-selective agonist clenbuterol prevents Fas-induced liver apoptosis and death in mice. "American Journal of Physiology", 276; G647-654.
3. H. C. Galfalvy, **L. Erraji-Benchekroun**, P. Smyrniotopoulos, P. Pavlidis, S. P. Ellis, J. J. Mann, E. Sibille, V. Arango. **2003**. Sex genes for genomic analysis in human brain: internal controls for comparison of probe level data extraction. "BMC Bioinformatics", 4: 37.

4. E. Sibille, V. Arango H. C. Galfalvy, P. Pavlidis, **L. Erraji-Benchekroun**, S. P. Ellis, and J. J. Mann. **2004**. Gene expression profiling of depression and suicide in human prefrontal cortex. *"Neuropsychopharmacology"*, 29(2): 351-61.
5. ***L. Erraji-Benchekroun**, D. Couton, C. Postic, I. Borde, J. Gaston, J. –G. Guillet, P. Briand and C. Andre. **2005**. Overexpression of beta2-adrenergic receptors in mouse liver alters the expression of gluconeogenic and glycolytic enzymes. *American Journal of Physiology*, 288(4): E715-22.
6. ***L. Erraji-Benchekroun**, M. D. Underwood, V. Arango, H. Galfalvy, P. Pavlidis, P. Smyrniotopoulos, J. J. Mann and E. Sibille. **2005**. Molecular aging in human prefrontal cortex is selective and continuous throughout adult life. *Biological Psychiatry*. 57(5): 549-58.
7. Rodrigo Romcy-Pereira, **L. Erraji-Benchekroun**, P. Smyrniotopoulos, S. Ogawa, C. Mello, E. Sibille and C. Pavlides. **2009**. Sleep-Dependent Gene Expression in the Hippocampus and Prefrontal Cortex Following Long-Term Potentiation. *Physiology and Behavior*. 98(1-2):44-52.

CHAPTERS AND BOOKS

- ***L. Erraji-Benchekroun**, M. D. Underwood, V. Arango, and J. J. Mann. **2007**. Genomics to identify biomarkers of normal brain aging. K. Appasani, (ed). *"BioArrays: From Basics to Diagnostic"*. Humana Press, Totowa, NJ.

ABSTRACTS

1. ***Erraji, L.**, Briand, P., Guillet, J.-G. and André, C. Characterization of the human beta2-adrenergic gene expression in transgenic mice. 12th meeting of the SFEA (French Society of Animal Experiments) - "Genetics and animal models" – Faculté de Pharmacie de Châtenay-Malabry – Paris - France. **1995**.
2. ***Erraji, L.**, Briand, P., Guillet, J.-G. and André, C. A new transgenic mice model characterized by the human beta2-adrenoceptor expression in several tissues and a disturbed locomotary behavior. Symposium on "Complex and genetic diseases". Max Delbrück Center- Berlin/Bush- Germany. **1995**.
3. ***Erraji, L.**, Gaston, J., Grimber, G., Briand, P., Guillet, J.-G. and André, C. Transgenic mice carrying the human beta2-adrenergic receptor gene with its own promoter overexpress beta2-adrenergic receptors in liver. Meeting on "The molecular biology of the cardiovascular system". Keystone, Colorado, USA. **1996**.
4. ***Erraji, L.**, Briand, P., Guillet, J.-G. and André, C. A transgenic mice model expressing human beta2-adrenergic receptors in heart, liver, brain, lung and muscle. The "Doctoral School" of Paris V meeting. Paris – France. **1996**.
5. ***Erraji, L.**, Gaston, J., Grimber, G., Briand, P., Guillet, J.-G. and André, C. Transgenic mice carrying the human beta2-adrenergic receptor gene with its own promoter overexpress beta2-adrenergic receptors in liver. Symposium on "G-protein coupled receptors", Beerse - Belgium. **1996**.
6. ***L. Erraji-Benchekroun**, V. Arango, M. Underwood, H. Galfalvy, J.J. Mann, E. Sibille. Genomic analysis of prefrontal cortex function during aging. Meeting of the "Society for Neuroscience". Orlando, Florida. **2002**.
7. ***L. Erraji-Benchekroun**, H.Galfalvy, V.Arango, M.D.Underwood, P.Pavlidis, P. Smyrniotopoulos, J.J.Mann, and E.Sibille. Molecular characterization of aging in human prefrontal cortex: Use of sex genes as internal controls. "Gene Expression Systems, Inc: BioArrays". New York, NY. **2003**.
8. ***L. Erraji-Benchekroun**, M.D.Underwood, V.Arango, H.Galfalvy, P.Pavlidis, P. Smyrniotopoulos, J.J.Mann, and E.Sibille. Active, continuous and extensive molecular aging in human prefrontal cortex. "5th Brain Research Symposium". New Orleans. **2003**.
9. ***L. Erraji-Benchekroun**, M.D.Underwood, V.Arango, H.Galfalvy, P.Pavlidis, P. Smyrniotopoulos, J.J.Mann, and E.Sibille. Active, continuous and extensive molecular aging in human prefrontal cortex. Meeting of the "Society for Neuroscience". New Orleans. **2003**.
10. E. Sibille, V. Arango, H. Galfalvy, P. Pavlidis, **L. Erraji-Benchekroun**, S.P. Ellis, J.J. Mann. Genomic analysis of depression and suicide in human prefrontal cortex. "5th Brain Research Symposium". New Orleans. **2003**.
11. E. Sibille, V. Arango, H. Galfalvy, P. Pavlidis, **L. Erraji-Benchekroun**, S.P. Ellis, J.J. Mann. Genomic analysis of depression and suicide in human prefrontal cortex. Meeting of the "Society for Neuroscience". New Orleans. **2003**.
12. R. Romcy-Pereira, **L. Erraji-Benchekroun**, S. Ogawa, S. Ribeiro, P. Smyrniotopoulos, C. Mello E. Sibille and C. Pavlides. Gene Expression Profile during REM sleep following Hippocampal LTP. Meeting of the "Society for Neuroscience". New Orleans. **2003**.

13. ***L. Erraji-Benchekroun**, M.D.Underwood, V.Arango, H.Galfalvy, P.Pavlidis, P. Smyrniotopoulos, J.J.Mann, and E.Sibille. Molecular aging in human prefrontal cortex: selective and continuous effect throughout life. Meeting of the "International College of Geriatric Psychoneuropharmacology". Basel, Switzerland. **2004**.
14. E.Sibille, M.D.Underwood, V.Arango, H.Galfalvy, P.Pavlidis, P. Smyrniotopoulos, J.J.Mann, and **L. Erraji-Benchekroun**. Molecular aging in human prefrontal cortex: glial/neuronal functional analysis. Meeting of the "International College of Geriatric Psychoneuropharmacology". Basel, Switzerland. **2004**.
15. ***L. Erraji-Benchekroun**, V.Arango, H.Galfalvy, E.Sibille, J.J.Mann, and M.D.Underwood. Gene expression alterations in human orbital prefrontal cortex associated with physical aggression. Meeting of the "Society for Neuroscience". San Diego. **2004**.
16. E.Sibille, V.Arango, **L. Erraji-Benchekroun**, P.Pavlidis, and J.J.Mann. The use of white matter in gene expression profiling studies of the brain. Meeting of the "Society for Neuroscience". San Diego. **2004**.
17. ***L. Erraji-Benchekroun**, V.Arango, H.Galfalvy, J.J.Mann, and M.D.Underwood. Aggression is associated with altered expression of genes for neurotransmission and neuron structure in the human in human prefrontal cortex. ACNP meeting. Hollywood, FL. **2006**.
18. ***L. Erraji-Benchekroun**, S.H. Lisanby, V.Arango, H.Galfalvy, P. Pavlidis, and M.D.Underwood. Effect of electroconvulsive shock and magnetic seizure on gene expression profiles in the prefrontal cortex of the rhesus monkey. Poster and slide presentation. SOBP meeting. San Diego, CA. **2007**.

TEACHING - Overall Course Ratings

Industry Leaders Course (Rutgers Business School)

- Spring 2021 (online; *Masters of Business of Fashion*): **4.5/5.0**
- Fall 2020 (online; *Masters of Business of Fashion*): **4.5/5.0**
- Summer 2020 (online; *Masters of Business of Fashion*): **4.8/5.0**

Management Skills Course (Rutgers Business School)

- Fall 2018 (New Brunswick Campus; *Masters of Healthcare Management*): **4.5/5.0**
- Spring 2018 (Off Campus; *Masters of Business of Fashion*): **4.8/5.0**
- Fall 2017 (New Brunswick Campus; *Masters of Supply Chain Management*): **4.9/5.0**
- Spring 2017 (Off Campus; *Masters of Business of Fashion*): **4.9/5.0**

Organizational Behavior Course (Rutgers Business School)

- Fall 2018 (Newark Campus; *Executive MBA*): **4.3/5.0**
- Fall 2017 (Newark Campus; *Executive MBA*): **4.3/5.0**

Team Consulting: Integrated Business Applications Course (Rutgers Business School)

- Fall 2018 (Off Campus; *Masters of Business of Fashion*): **4.8/5.0**
- Spring 2018 (Newark Campus; *Executive MBA*): **4.8/5.0**
- Fall 2015 (Newark Campus; *MBA*): **4.8/5.0**
- Spring 2011 (Newark Campus; *MBA*): **4.0/5.0**

Soft Skills Course (Rutgers Business School)

- Spring 2020 (Newark Campus; *Master of Business of Fashion*)
- Spring 2019 (Jersey City Campus; *Master of Business of Fashion*)
- Spring 2018 (Newark Campus; *Master of Business of Fashion*): **4.9/5.0**

VOLUNTEER WORK - ADDITIONAL INFORMATION

- Board member, **Rutgers Executive MBA Alumni Association** (2016-19).
- Board member, **Rutgers Business School Women in Business Initiative** (2019).

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- Board member, **RBS Alumni Association** 'Career Resources' and 'Communications' committees (2016-19).
- Member, **RBS Alumni & Corporate Advisory Council**.
- Member, Academic Advisory Board, Rutgers **Center of Business of Fashion**.
- Mentor, **RBS TeamUp mentoring program** (2017-2019).
- Volunteer, **RBS PRME** Curriculum and Jobs/Internships/Mentoring sub-committees to advance the Principles for Responsible Management Education (PRME) in support of the 17 UN Sustainable Development Goals, starting with the Rutgers Business School, and in support of Rutgers University (2018-2019).
- Multilingual: fluent in English, French and Arabic; proficient in Spanish.
- Proficient in Microsoft Word, PowerPoint, Excel, Access.
- US citizen.