

Peter F. Methot

17 Round Top Rd • Tewksbury, NJ 08858

Phone: (908) 205-3664 • E-Mail: peter.methot@gmail.com

Professional Summary - Executive Education

Entrepreneur | Marketer | Leadership | Business Development | Sales

Dynamic executive education professional and agile entrepreneur with expertise in emerging technologies, marketing and business development. Motivational leader known for clearly defining goals, aligning people and resources, and consistently delivering results that exceed expectations. Grew both open enrollment and customized corporate business portfolios with minimal resources and creativity due to entrepreneurial thinking and customer-focused relationship building.

Executive Education Achievements

- Analytics driven marketing – with the utilization of online marketing analytics, I was able to track effectiveness and improve efficiency of spend by 200%
- CRM implementation – facilitating more efficient capture and communication with potential enabled with a system and process that tracks accountability
- Tablet enabled program delivery – became the first executive education department in the country to leverage mobile tablet technology to enhance the in-class learning experience
- Online program creation – agile online deployment of program offerings has led to open enrollment portfolio growth far beyond expectations, both in terms of time to market and profitability
- Customized Portfolio growth – successful engagements with several new Fortune 100 customized clients has the potential of adding over a million dollars a year in revenue
- Curriculum creation – with a focus on the future of business and the skills to achieve success, many of our greatest programs lie at this intersection
- Faculty recruitment – leveraging personal networks and the Rutgers brand as a way to attract and engage some of the top thought-leaders globally

Business Ownership

An ambitious restaurateur since age of 21. Responsible for managing finance, marketing, operations and human resources. Acquired restaurants on an annual basis, requiring delegation, personnel, and time management. Ability to recognize opportunity paired with the vision and planning required to correct the shortcomings, and the leadership skills to mobilize change and the resolve to execute the plan.

Gator-Q Barbeque and Wings

Owner/Operator

Jan 2007 - Jan 2011

Macaroni's

Owner/Operator

Jan 2006 – Nov 2009

Pepperoni's Pizzeria

Owner/Operator

Jan 2005 – Jan 2017

The Brick Oven Pizza and Pasta

Owner/Operator

Jan 2004 - Jan 2007

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Professional Work Experience

Focused on creating and translating value for the betterment of the organization, with a spotlight on the customer and making their consumer journey better, faster or easier, resulting in outstanding experience and satisfaction.

Rutgers University – Rutgers Business School Executive Education
Associate Dean of Executive Education July 2019 – Present

Rutgers University – Rutgers Business School – Marketing Department
Assistant Professor of Professional Practice July 2019 – Present

Rutgers University – Rutgers Business School Executive Education
Executive Director of Executive Education July 2017 – June 2019

Rutgers University – Rutgers Business School – Marketing Department
Instructor of Professional Practice July 2014 – June 2019

Rutgers University – Rutgers Business School Executive Education
Managing Director of Executive Education July 2014 – June 2017

Rutgers University - Center for Management Development
Director of Marketing and Program Development July 2013 – June 2014

Rutgers University - Center for Management Development
Program Manager June 2011 – June 2013

Education & Affiliations

Executive Masters in Business Administration May 2017
Rutgers University, Rutgers Business School

Bachelor of Science in Business Administration May 2005
University of Florida
Concentrations in Management and Strategy

UNICON – Board of Directors July 2017 – Present

UNICON – Co-Chair Communications Committee July 2012 – Present

Global consortium of university-based executive education organizations

Teaching Experience

Rutgers Business School – Executive Education

Target audience is senior leaders of global and domestic companies who have engaged RBS for training in digital business enablement. I have led sessions to CEOs, VPs, Directors and managers at organizations such Sodexo, Motorola, Verizon Wireless, Johnson & Johnson, Wyndham, and Prudential in the following topics:

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- Digital and Social Media Marketing Strategy
- Digital Leadership and Transformation
- Personal Branding

Presentations

Methot, P.F., A New Era of Collaboration – The Big 10 Consortium. Presented at UNICON Team Development Conference at University of Maryland Smith School, December 2018.

Methot, P.F., Framing the Strategic, Economic, and Operational Challenges for the Future of EE. Presented at UNICON Team Development Conference at University of Maryland Smith School, December 2018.

Methot, P.F., Key Resources to Pursue Lifelong Learning. Presented at Lifelong Learning in the Digital Era Symposium at RBS Newark, November 2018.

Methot, P.F., Executive Education and Graduate Education – Perfect Together. Presented at IGBE Conference on Lifelong Learning in a Digital Era, October 2018.

Methot, P.F., The Journey to Creating Great Experiences. Presented at UNICON Team Development Conference at ITAM Mexico, December 2017.

Methot, P.F., Building Relationships and Revenue with Technology. Presented at UNICON Team Development Conference at UCLA, December 2016

Methot, P. F., Digital Marketing in Executive Education. Presented at UNICON Team Development Conference at University of North Caroling, December 2015.

Methot, P. F., Personal Branding in the Digital Age. Presented at RBS Staff Conference, May, 2015.

Methot, P. F., Executive Education in BioPharma Industry. Presented at Lee Hecht Harrison May, 2015.

Methot, P. F., Customer Relationship Management. Presented at Right Management in Parsippany, April 2015.

Methot, P. F., The Transition to Paperless. Presented at UNICON Team Development Conference at Notre Dame, December 2014

Methot, P. F., Building Meaningful Connections. Presented at Right Management New York City, December 2014.

Methot, P.F. and Methot, J.R., Navigating and Leveraging your Social Networks for Job Growth. Presented at PSGCNJ, May 2013.

Media Mentions

- “Rutgers Business School's Executive Education is ranked No. 11 in the U.S. by the Financial Times” PR Newswire, August 2018.
- “Need to Update Your Social Media Savvy? NJ schools can help” NJ.com Education, May 2017

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- "Notre Dame offers Digital Marketing program" The Observer, September 17, 2015.
- "Rutgers Business School and Notre Dame collaborate on Digital Marketing Certificate Program in Chicago, IL" Bloomberg Business, September 2, 2015
- "3 Ways to Expand Your Content's Reach" Entrepreneur, August 18, 2015.
- "Top 50 Twitter #EmployeeSEAL 2015 Award #Leadership" BlueFocus Marketing, June 2015
- "Growth in Part-Time MBA Programs Driven By Innovation in Learning Technology" Business Because, January 1, 2015
- "Social Media Law for Business: How to Avoid Pitfalls on Social Media" McGraw-Hill, December 2014.
- "MBA Candidates Go The Distance with Online Programs and MOOCs" Business Because, November 19, 2014
- "Time-Starved Managers Turn To Innovative Mini-MBAs Online" Business Because, November 16, 2014.
- "Boosting Buzz, Brand and Web Traffic with New Search Engine Marketing Tips" NewsMedia, July 14, 2014
- "Maximize Your Social" John Wiley & Sons, June 2014
- "12 Myths vs. Reality about SEO" BarnRaisers, March 25, 2013.

Awards

Blue Focus Marketing Top 50 Twitter #EmployeeSEAL 2015 Award – recognizes business leaders who inspire the Social Employee philosophy and engage regularly.