

## **DOUG BROWNSTONE**

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Management and Global Business  
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**SUMMARY:** Professor at Rutgers Business School. Corporate consultant with expertise in business strategy and innovation at multinational companies. Track record of growing businesses fast (up to 6X faster) and with 50% less risk. Corporate experience includes Procter & Gamble, Johnson & Johnson, Novartis, Becton Dickinson, Eureka Inventing, Samsung and GlaxoSmithKline.

### **PROFESSIONAL EXPERIENCE:**

#### **ACADEMIC EXPERIENCE:**

**2009 - Present**

#### **Rutgers Business School, Newark and New Brunswick, NJ**

**2017 – Present**

**Assistant Professor of Professional Practice  
Director of Team Consulting**

- Professor and Director for the Rutgers Integrated Business Applications (Team Consulting) Course:  
Formed partnerships between Rutgers Business School and several Multinational Companies to work with RBS students to solve real-world, current corporate problems. Some of the companies that we are now working with include: Goldman Sachs, Pfizer, Johnson & Johnson, Bayer, Uber, GlaxoSmithKline, Verizon Wireless, Prudential, U.S. Air Force and Spotify.

- Professor for Rutgers courses including Strategic Management, Corporate Strategy, Managing Strategic Transformation, Mergers, Acquisitions & Alliances, and Business Policy & Strategy in the Department of Management and Global Business.

#### **Rutgers Business School – Executive Education**

**2016 - 2017**

**Mini-MBA Innovation for Corporate Enterprises**

Created program and taught classes for the Rutgers Mini-MBA program on topics including Innovation, Creativity, Ideation, Rapid Cycle Learning and Culture Change.

#### **Eureka Consulting, Education, Westfield, NJ**

**2009 - 2016**

Lead instructor and teacher of innovation and communication courses for over 50 companies. Course teachings include Creativity (Stimulus Mining, Consumer Insights, Competitive Benchmarking, Future Trends, Diversity, and Meaningfully Unique Ideation), Communication (Concept Writing, Overt Benefit Building), Commercialization (Rapid Learning, Fail Fast Fail Cheap Process, Rapid Research) and Leadership (Alignment, Simultaneous Development).

### **CORPORATE EXPERIENCE:**

#### **Eureka Consulting, Westfield, NJ**

**2009 - 2016**

#### ***Partner; Marketing, Education and Innovation***

Educate companies on Innovation and lead teams to generate unique new products and services for companies through advanced ideation and open innovation search. Develop Marketing plans to support the initiatives. Qualify new ideas through innovative forecasting models. Focus on rapid cycle development to get products to market with high success rates. Overall, we take ideas to market faster (6X) with less risk (50%). Clients include Procter & Gamble, Novartis, Kraft, Starbucks, and Covidien.

- Developing a unique-to-the-world product - a Laser Blood Glucose Monitor for people with Diabetes. The monitor uses a light (laser) instead of sharp needles to get the fingertip blood drop providing the first and only 100% pain free testing.
- Developed a new business model for the United States Postal Service (USPS) to help them compete and flourish in face of strong competition and difficult economic times.
- Innovated a 3-year pipeline of new products for a Fortune 100 client, valued at \$200 million in annual sales.

**GlaxoSmithKline, Parsippany, NJ**

**2009 - 2010**

***Marketing Innovation***

Lead Marketing Innovation projects for GSK key brands including Nicorette and NicoDerm CQ. Identified new products and marketing programs. Identified real insights based on a thorough understanding of consumer needs and engaged in innovation search to find solutions.

- Identified a new technology that is increasing the Smoking Cessation business by \$100 million in annual sales.
- Developed a digital marketing program where smokers quit by collaborating with their peers, resulting in a +20% increase in compliance.

**Samsung Health, Ridgefield Park, NJ**

**2007 – 2008**

***General Manager, Medical Devices, Innovation***

Lead the Marketing and Sales strategy for the new Samsung Healthcare Division. Launched new healthcare products and medical devices based on Samsung technology. P&L responsibility for \$400 million in sales. Lead staff of Marketing, Market Research, Customer Service and a national Sales Broker force.

- Created the plan to launch a new technology for Blood Analysis, allowing a full blood work up on patients in only 12 minutes so that the physicians can provide medical advice right at the visit.

**Becton Dickinson (BD), Franklin Lakes, NJ**

**2004 - 2006**

***Worldwide Director of Marketing***

Leader for the Marketing Department and all communications to healthcare professionals, consumers and trade customers. Set strategic direction for the business and marketing plans. Directed staff of 12 managers, and a global marketing team.

- Built a \$100MM+ Blood Glucose Monitor business based on the strategy of new product innovation, the world's thinnest needle, and innovative digital marketing and social media programs.
- Grew market share for 15 consecutive months, up +4 points vs. YA, based on a single minded focused strategy.

**Ogilvy CommonHealth Advertising Agency, Wayne, NJ**

**2002 - 2004**

***Account Management***

- Lead the Pfizer New Ventures account to develop and launch new products including the acquisition of the Purell hand sanitizer business from Gojo.

**Novartis Consumer Health, Summit, NJ**

**1992 - 2001**

***Global Head, Gastrointestinal, Cough / Cold; Geneva, Switzerland***

Strategic Business Unit. Headquarters position for strategy direction and execution of programs for the Novartis GI and Cough / Cold businesses on a global basis. Assessed global markets and identified new product areas for \$400MM of products with a corresponding \$100MM in profits. Lead 4 direct reports.

- Built the largest laxative brand in the world (Ex-Lax) through a Global Advertising campaign (OTC and DTC).
- Led turnaround for Maalox via "One Minute Maalox" resulting in Maalox growth for the first time in a decade.

***Business Unit Manager – EFIDAC/24 Cold Medicine***

Launched EFIDAC/24 on a national basis, the first 24-hour cold medicine in the world. Full P&L leadership for the business with \$50MM in spending. Wrote annual marketing plans; produced and presented national sales meetings.

- Successfully launched EFIDAC/24 nationally, with Year I sales exceeding forecast by +41%.

**Johnson & Johnson, New Brunswick, NJ**

**1988 - 1992**

***Product Director – J&J Dental Floss***

Lead the Dental Floss business with annual sales of \$50MM and spending of \$10MM. Created the annual business plans and long term strategy including advertising and promotion planning.

- Created and aired the first TV advertising campaign in category history, resulting in +30% sales increase.

***Brand Manager – New Products, Tide and Oxydol  
Manufacturing / Engineering Manager***

Lead the strategy and market assessment of an innovative laundry detergent for Tide (\$2 billion in annual sales). Managed budget, forecasting, and promotion planning for the \$200MM Oxydol brand.

- Lead team to field marketing plans in three test areas including a Behaviorscan and ESP volumetric assessment.
- Grew test market volume +204% resulting in the most successful restage in Oxydol history.

**PROFESSIONAL PRACTICES:**

- **Member of the Executive Forum** - an organization of over 400 senior business leaders in the NY / NJ / CT area representing a broad and diverse ranges of companies, industries and functional disciplines. All have executive level experience leading U.S. or Multinational companies. I utilize this networking group to bring Multinational Companies into Rutgers for Team Consulting Courses and for guest speakers for strategy classes and MBA orientations.

- **Created the Annual Rutgers–Johnson &Johnson Hackathon:** In this event we utilize Problem Framing, Ideation, Storyboarding, Prototyping, Experimentation, Real World Evidence, and Pitch Proposals to solve an important problem. In 2020 we worked on “How might we inspire more young women to choose a career in data analytics.” Solutions from the Hackathon will be tested and launched each year.

- **Corporate Consulting:** I am currently providing consulting services for the “Meals on Wheels” non-profit organization that brings hot meals daily to senior citizens. The objective here is to expand their services to a “More than a Meal” program. This new program will provide additional services to seniors including identifying the need for social workers, identifying signs of depression, and providing help arranging doctor visits.

**EDUCATION:**

CORNELL UNIVERSITY, Ithaca, NY, Bachelor of Science, Electrical Engineering, August 1975 – May 1979

SYRACUSE UNIVERSITY, Syracuse, NY, MBA, Strategy / Marketing, January 1984 – August 1985