

Erich Toncre

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EDUCATION

New Jersey Institute of Technology

- M.B.A. in Marketing 5/2004
- M.S. in Technology Management 5/2000

Indiana University, Bloomington, IN

- B.A. in Journalism and Business 5/1990

TEACHING EXPERIENCE

Warren County Community College

Adjunct Business Instructor 1/2004—5/2008

- Courses taught: Principles of Marketing, Human Resources Management, Small Business Management (Undergraduate Level)

Warren County Community College Program for Corporate Education

Adjunct Business Instructor 1/2004—5/2008

- Courses taught: Corporate Training, Leadership Development, Small Business Marketing (Continuing Education)

**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)

**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)

**County College of Morris
Adjunct Business Instructor**

9/2006—12/2008

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

**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)

**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 material to the career development needs of the students.

Rutgers University
Director of Marketing Education

7/2014-present

- Assist Marketing Chair Chan Choi on several departmental activities 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/Advisor/Mentor

9/2009-present

- 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 Consulting, New Product Planning, Introduction to Marketing, 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.

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

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 Fortune level 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.

CASE COMPETITIONS

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 their 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.

Hudson Bread Brand Competitions Co-Organizer, Team Adviser and Judge

2/2017---4/2017

9/2017-11/2017

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

CONSULTING

Compass Strategies Group, LLP Partner and Management Consultant

1/2005-8/2008 (full-time)
9/2009-present (part-time)

- 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 Fortune level firms.

PROFESSIONAL MEMBERSHIP

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

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

FACULTY DEVELOPMENT ACTIVITY

American Council on Education

12/2017-present

- Enrolled in an ACUE course called Effective Teaching Practices. Expected to complete the course at the end of the spring 2018 semester.

DIRECTED STUDENT LEARNING—FACULTY ADVISER

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.

Pooja 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.

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 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.

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.

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 2018

Nadav Barack (undergraduate honors 50 page 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.

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.

SERVICE TO RUTGERS BUSINESS SCHOOL

Newark Undergraduate Policy Committee

Chairman

9/2014—5/2015

9/2015—5/2016

- 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

9/2014—5/2015

Committee Member

- 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

9/2014—5/2015.

Committee Member

9/2017—present

- 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.

Rutgers Association for Marketing and Strategy

9/2014—present

Faculty Adviser

- 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**

9/2014—present

- Assisting the marketing 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—present

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