

Gary Minkoff

Rutgers Business School
Management & Global Business
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Education

MBA, F.W. Olin Graduate School of Business-Babson College, 2009.
(Magna Cum Laude); Master's Thesis: Green-and Beyond-To Sustainability
Assessing Small Business' Ability to Engage in, and Benefit from, Sustainable Practices, Policies
and Operations.

BA, Rutgers College, Rutgers, The State University of NJ, 1983.
Major- Communication and Information Studies

Professional Positions

Academic - Post-Secondary

Assistant Professor of Professional Practice-Instructor/ Content Developer for online and traditional courses,
Rutgers, The State University of New Jersey. (April 2021-Present)

Instructor of Professional Practice- Instructor/Content Developer for online and traditional courses, Rutgers,
The State University of New Jersey (Sept. 2013-April 2021)

Part-Time Lecturer-Instructor/Content Developer for online and traditional courses, Rutgers, The State
University of New Jersey. (Jan. 2011-Aug. 2013)

Professional

Partner/Principal/Co-Founder and COO-Pre-D Partners, LLC (2014-Present)

Partner/Principal/Co-Founder and COO-BioDev, LLC (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. (2012-2014)

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)

Grants and Awards

Rutgers Center for Online and Hybrid Learning-\$2,500. Course Conversion Grant-"RU@the Shore"-
Marketing for Entrepreneurs and Small Business. Dec. 2014

TEACHING

Teaching Experience

Rutgers Business School

202 MRK FOR ENTRE & SB,	31 courses.
334 BUS GOVT & SOC,	7 courses. ETHICS IN BUSINESS, 1 course
302 INTRO TO ENTREPRENEURSHIP	40 courses
303 MANAGING GROWING VENTURES	8 courses
360 TECHNOLOGY VENTURES	6 courses
090 BYRNE SEMINARS	5 courses

479 DOING BUSINESS IN ISRAEL 2 courses
496 ENTREPRENEURSHIP PRACTICUM 1 course
624 OPPTY ID & EVALUATION 1 course
518 FUNDAMENTALS OF BUSINESS 1 course

Rutgers Global-China Office Executive Certificate Training Programs

National Bureau Of Statistics

BIG DATA AND ANALYTICS FOR GOVERNMENT (Fall 2019)

Jiangxi Provincial Academy Of Governance (pop ~46 million)

BIG DATA AND ANALYTICS FOR GOVERNMENT (Fall 2019)

Hunan Dept. of Science and Technology- Corporate, science, and technology leaders from Hunan Province (pop.~67 million)

ENTERPRISE STRATEGY AND COMPETITIVE ADVANTAGE BEYOND MARKET (Fall 2018)

ENTERPRISE INNOVATION CULTURE CONSTRUCTION (Fall 2018)

Shenzhen Entrepreneurship Training Program-Corporate, science and technology leaders from the City of Shenzhen (pop. ~ 20 million)

ACTIVE POLICY OF THE STATE TO PROMOTE THE TRANSFORMATION OF SCIENCE AND TECHNOLOGICAL ACHIEVEMENT (Fall 2018)

State-Owned Assets Supervision and Administration Commission-City of Shenzhen

NJ Small Business Development Center-Piscataway

BUSINESS AND STRATEGIC PLANNING FOR GROWTH (2014)

NJ Small Business Development Center-State Office

GROWING YOUR BUSINESS BY BEING GREEN (2012)

RESEARCH & PUBLICATIONS

Basha, M., Minkoff, G. (Forthcoming) ***Marketing for Entrepreneurs and Small Business*** Great River Publishing

Minkoff, G. (Forthcoming) "Technology and Business Ethics" in ***Teaching Business Ethics***. Young, Christopher. Edward Elgar.

Minkoff, G. Presenter (2020): United States Association for Small Business and Entrepreneurship, "Doing Business In Israel/Startup Nation"

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"
(Awarded: Outstanding Workshop-Entrepreneurship Pedagogy)

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

Minkoff, G. Reviewer-(2010) Textbook, Temporal Data Mining.

SERVICE

Professional Activity-Invited Presentations

Minkoff G. Presenter (2021) Mechanical and Aerospace Engineering Professional Development Program: "Engineering...Entrepreneurship Style"

Minkoff G. Presenter (2021) RUBY (Rutgers Urban Business Youth) –"Business Model Canvas"

Minkoff G. Presenter (2020) Rutgers Global Entrepreneurship Experience Summer Bootcamp: "Trends in Sustainability and Entrepreneurship"

Minkoff G. Presenter (2019) Jilin University of China/Rutgers Business School Summer Program: "Entrepreneurship and Innovation Workshop"

Minkoff G. Presenter (2019) Rutgers Newark Staff Appreciation Professional Development Program: "Team Building-An Interactive Approach"

Minkoff G. Moderator (2019) "Integrating Entrepreneurship for 21st Century Solutions in the Circular Economy". Featuring Tom Szaky, CEO/Founder Terracycle and Jeanne Gray, Founder and Publisher of *American Entrepreneurship*

Minkoff G. Presenter (2018) East Brunswick, NJ Regional Chamber of Commerce-"Disruptive Innovation and How It Can Impact Your Business"

Minkoff G. Presenter (2018) Jilin University of China/Rutgers Business School Summer Program: "Entrepreneurship and Innovation Workshop"

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: "Unting for Big(ger) Game: Strategies to Attract, Counsel and Retain Larger Clients"

Minkoff G. Panelist (2014) "Entrepreneurs and Entrepreneurship at Rutgers". Rutgers Urban Business Youth

Minkoff, G., Organizer/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. Organizer/Moderator, (2013): Siemens/NJ Higher Education Partnership for Sustainability "Solar Exchange Thought Leadership".

Professional Activity-Consulting

Consultant, Above & Beyond Marketing. (1997-Present). Sales, Marketing and Business Strategy, Education and Training

As Member of Rutgers Faculty-

Public Private Community Partnership Program-City of Newark-Data Analysis/Reporting

Bloomberg LLP-Recommendations for the Sustainable Purchasing Leadership Council

Professional Service

Judge-RoundPier Entrepreneurship Competition, August 2021

Member (Appointment by Gov. Phil Murphy) State of NJ/Israel Commission Member, Spring 2021-Present

Member, Rutgers Business School UGIC Experiential Learning Committee-Spring 2021-Present

Judge-Rutgers TAMID Group Consulting Case Competition-Winter 2021

Mentor-Rutgers Global Entrepreneurship Experience Summer Bootcamp Pitch Competition - Summer 2020

Member-Rutgers University President's Task Force on Carbon Neutrality and Climate Resilience-Climate Positive Economic Development Working Group-Spring 2020-Present

Member-WRSU Radio Council-Spring 2020-Present

Member-Rutgers Global Study Abroad Advisory Council-Fall 2019-Present

Business Advisor-Rutgers Formula One Racing Team-Fall 2019-Present

Reviewer-Competitive Teaching Cases, Modules, Courses and Workshops-United States Association for Small Business and Entrepreneurship Fall 2019

Speaker-Rutgers Summer Freshman Orientation-"Understanding Entrepreneurship Programs/Courses at Rutgers"-Summer 2019

Teaching Evaluator-Ph.D. Candidate(s)-Spring 2018; Spring 2019

Judge-Johnson & Johnson Business Case Competition, RBS New Brunswick-Spring 2019

Member-Rutgers Business School AACSB Accreditation Internationalization and International Programs Briefing Team-Spring 2019

Member-Rutgers Business School "Cutting Edge Courses" Committee Spring 2019

Member-Rutgers University (New Brunswick) Core Requirements Committee-RBS Faculty Representative Fall 2018

Faculty Mentor-Rutgers Innovation Corps (I-CORPS), NSF-Funded Entrepreneurship Development Program-Spring 2018

Member-McKinsey Online Executive Panel-Fall 2017-Present

Judge-Startup Chile Entrepreneurship Competition-Fall 2016; Spring 2017

"Strolling Mentor"-HUSTART-Hebrew University of Jerusalem Startup Accelerator-Summer 2017

Advisor-Rutgers Tamid Group 2017-Present

Member-Rutgers Business School Excel Task Force 2016-2017

Member-Rutgers Business School Nominating Committee 2016-Present
Judge-Verizon Powerful Ideas/Million Dollar Challenge 2015
Judge-Nicholson Foundation/Rutgers Healthcare Delivery Challenge 2015
Chair-Advisory Board, Rutgers Small Business Development Center, New Brunswick-2015-Present
Member-Rutgers University Entrepreneurship Coalition 2015-Present
Member-Rutgers University Sustainability Committee 2015-Present
Judge-1st, and 2nd Annual CAB Creative Showcase Awards, Cabletelevision Advertising Bureau 2014, 2015
Judge-Desafio Intel 2014 Tech entrepreneurship competition
Member-“Celebrating Staff at All Levels”-Committee of Rutgers Business School 2014
Honorary Brother-Alpha Kappa Psi Professional Business Fraternity-Omicron Tau Chapter (Rutgers University) 2014-Present
Judge-30th Annual CAB Cable Advertising Awards, Cabletelevision Advertising Bureau 2013

PROFESSIONAL DEVELOPMENT

CNBC Small Business Playbook August 2021 Online
Israel Investment Summit, July 2021 Online
US/UAE Business Council, Choose NJ and the NJ Israel Commission: Cultivating Business among the US, UAE and Israel March 2021 Online
Rutgers/Tel Aviv University Joint Scientific Symposium: Trends in Cybersecurity Jan. 2021, Online
Gulf Israel Trade Forum-Economic and Trade Opportunities between Israel and the Countries in the Arabian Gulf Jan 2021, Online
Innotech International-Israeli Innovations in Aerospace, Cybersecurity, Technology Transfer, Health Care, Electric Utilities, Smart Cities, Consumer Electronics and High Tech Manufacturing Dec. 2020, Online
NY Times Dealbook Online Summit, Nov. 2020: Featuring Dr. Anthony Fauci, Masayoshi Son (Founder, CEO Softbank); Bill Gates, Albert Bourla (CEO, Pfizer), Dr. Heidi Larson, Director of the Vaccine Confidence Project; James Dimon, CEO, JP Morgan Chase; Ruth Porat, SVP/CFO Alphabet & Google; Tim Sweeney, Founder/CEO, Epic Games. Hosted by Andrew Ross Sorkin- NY Times Columnist and Co-Host, CNBC *Squawk Box*, Online
Rutgers/Tel Aviv University Joint Scientific Symposium: Covid 19 Research, Response and Lessons. Nov. 2020
Harvard Business Publishing-Sept. 2020: Amplifying Engagement: Energizing Students in Large Online Classrooms
OurCrowd Pandemic Innovation Conference, June 2020, Online
NJ Israel Commission-Covid 19 Innovations NJ Meets Jerusalem, May 2020, Online
Rutgers Office of Information Technology, Introduction to Canvas May 2020, Online

- Part 1-Setting up and Building your Course in Canvas
- Part 2-Assign and Assess Student Work

Own the Room Foundation: 3 Tips to Own the Room Classroom with Zoom, May 2020

USASBE, Jan. 2020, New Orleans, LA

Middlesex County Business Summit, Sept., 2018, Piscataway, NJ

Cyber Week June 2018, Tel Aviv University, Tel Aviv, Israel

MiXiii BIOMED Tel Aviv, Israel, May, 2017 Tel Aviv, Israel

International BIO Conference-June, 2015

Rutgers Division of Continuing Studies-Summer Faculty Best Practices Workshop, 2015, New Brunswick, NJ

Rutgers Center for Online and Hybrid Learning-Fundamentals of Hybrid and Online Learning, April, 2015, New Brunswick, NJ

Rutgers Center for Online and Hybrid and Online Learning Conference, January, 2015, East Brunswick, NJ

USASBE, Jan. 2015, Tampa, FL

Rutgers Business School Teaching Excellence Center Large Lecture Faculty Workshop- Dec. 2013, Piscataway, NJ

Price-Babson Symposium for Entrepreneurship Educators-May 2014; Certificate of Completion. Wellesley, MA

“Grow to Greatness: Smart Growth for Private Business Part 1” March, 2013. (Research- and case-based; content is used in a Darden Graduate School of Business MBA course: "Growing an Entrepreneurial Business".) Coursera