

## LEON A. FRASER, JR.

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Educator and consultant with Wharton MBA. Leverages private sector experience in service delivery.

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### EXPERIENCE

- RUTGERS BUSINESS SCHOOL**, Newark and New Brunswick, NJ 2005-present  
**Assistant Professor of Professional Practice – Department of Management & Global Business**
- Teach MBA and Undergrad courses in Newark and New Brunswick:
    - *Executive Leadership* focuses on leadership styles, student self-evaluation, and improvement
    - *Management Consulting* prepares students with problem analysis skills for consulting careers
    - *Managing Organizational Diversity* fosters cultural understanding and legal compliance
    - *Creativity, Innovation, & Entrepreneurship* emphasizes robust ideation and prototype development
    - *Managing Teams* provides students with leadership principles and role play in complex HBS cases
    - *Doing Business in China* assisted lead professor for MBA's travel to Beijing and Shanghai; taught 3 pre-departure classes and developed and assignments that brought focus to the visits.
  - Recipient of "Best Professor" or Service awards every year since 2011
  - Joint appointment as Managing Director of Executive Education programs. Secured contracts with companies including BASF 'The Chemical Company', Galderma - A Nestle Company, and Panasonic.
- SPENCER PARTNERS, LLC**, A Management Consulting Company, Bloomfield, CT 2002-present  
**Consultant**
- Provide strategic advice and marketing expertise to client companies seeking sustained growth
  - Improved clients' marketing plan, branding strategy, and acquisition and diversification options
- CALL SCIENCES, INC.**, A Pre-IPO B2B Messaging Services Company, Edison, NJ 2000-2001  
**Vice President - Marketing**
- Served as Chief Marketing Officer with staff in the US and in the UK
  - Wrote comprehensive business plan that was instrumental in focusing the company's resources; plan included market segmentation, competitive analysis, and product differentiation
- VERIZON**, A Global Telecommunications Services Company, New York, NY 1995-2000  
**Director - Corporate Strategy**
- Identified entrepreneurial opportunities and new markets for operating divisions
- Associate Director - Marketing**
- Spearheaded successful launch of Call Manager, an advanced telephone service, that attained 200% of first year revenue goal, with \$28M from residential and small business customers

### EDUCATION

- THE WHARTON SCHOOL**, University of Pennsylvania, Philadelphia, PA **M.B.A.**
- Major: Management
  - Advanced Study Project: "Alternative Organizational Designs of the EPA"
- HARVARD UNIVERSITY**, Cambridge, MA **B.A., cum laude**
- Major: Government
  - Senior Project: "The Campaign Finance Reform Law of Massachusetts"