

Marc H. Kalan

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(973) 313-1991 cell (973) 715-3800

- **Award Winning Educator: Associate Professor of Professional Practice:** Dept. of Marketing : Rutgers University School of Business Newark and New Brunswick (RBS): Formerly Adjunct Professor at: Fairleigh Dickinson University, Silberman College of Business; William Patterson University, Costakas School of Business; Kean University, College of Business, Montclair State University; receiving superior peer and student evaluations from every institution. Triple Certified Teacher (HQT) of Secondary Social Studies, Language Arts and Elementary Grades.
- **Self-Starting Entrepreneurial Marketing/Business Development Executive:** with over forty years of diverse consumer marketing experience at clients (established Fortune 500, mid size organizations, and start-ups, including the early Internet), marketing suppliers and promotional agencies. Senior level Marketing and Sales Management expertise; a team player who leads by example, often quoted in the media.
- **Proven Business Record:** creating impactful marketing programs; identifying, qualifying, selling new revenue generating business; building strong client relationships; managing and building major account and sales teams, in both On-Line and Off-Line spaces (media and promotion); superior analytical, interpersonal, oral, and written communication skills .

University Teaching Experience (Undergraduate, Graduate, & Executive)

Rutgers University School of Business : Newark & New Brunswick **2008- Current**

Department of Marketing

| | |
|---|---------------|
| <u>Associate Professor Of Professional Practice</u> | 2021- Present |
| <u>Assistant Professor Of Professional Practice</u> | 2014 - 2021 |
| <u>Full Time Lecturer/Instructor</u> | 2014 |

Department of Supply Chain Management & Marketing Sciences

| | |
|--------------------------------------|------------|
| <u>Full Time Lecturer/Instructor</u> | 2011- 2013 |
| <u>Adjunct Professor (PTL)</u> | 2008- 2011 |

RBS Programs Taught:

| | |
|---|---------------|
| <u>Executive MBA</u> | 2022 |
| <u>Undergraduate (Newark & New Brunswick)</u> | 2008- Present |
| <u>Graduate MBA (Full Time & Flex/PT)</u> | 2008-Present |

| | |
|--|-------------|
| <u>Masters of Accounting (PAMBA)</u> | 2018-2022 |
| <u>Masters of Fashion</u> | 2021, 2022 |
| <u>RUNIN (Chang Chun, China)</u> | 2017 - 2019 |
| <u>International Executive MBA Program (Singapore)</u> | 2015, 2016 |
| <u>International Executive MBA Program (Beijing)</u> | 2010 , 2011 |
| <u>Center For Management Development</u> | 2011, 2014 |

Courses Taught

- Advertising & Promotion (IEMBA Beijing)
- Advertising & Promotion (Graduate)
- Advertising & the Internet (Graduate)
- Brand Management (Graduate & Undergraduate)
- Consumer Behavior (Graduate & Undergraduate)
- Digital Marketing (Graduate)
- Introduction to Advertising
- Introduction to Marketing
- Introduction to Marketing (RUNIN Changchun)
- Marketing Management (Graduate, EMBA & PAMBA)
- Marketing Strategy (Graduate & Undergraduate)
- Marketing and Society (Ethics – Graduate & Undergraduate)
- Marketing for Decision Making (Graduate)
- Marketing for Decision Making (IEMBA Singapore)
- Marketing Research (Graduate and Undergraduate)
- Pharmaceutical Marketing Research (Graduate)
- Product Innovation (Graduate)
- Retail Operations and Strategy in the Luxury/Beauty Markets (Masters of Fashion): Course created by Professor Kalan
- Strategic Marketing & Decision Making (Graduate & Undergraduate)
- Sales Management (Graduate & Undergraduate)

RBS Teaching Awards/Honors:

- Rutgers Business Governing Association (RBGA) *Student Governing Body of Rutgers Business School- New Brunswick*:
 - Best Professor in the Marketing Major! (April 2023)
- Rutgers Business Governing Association (RBGA) *Student Governing Body of Rutgers Business School- New Brunswick*:
 - Best Professor in the Marketing Major! (April 2022)
- Two RBS Awards for Service: J&J Case Competitions on (1) Newark and (2) New Brunswick Campuses (Fall 2019)
- Dean’s Meritorious Award For Excellence in Teaching (May 2016)

- Newark Campus RBS Undergraduate Dean’s Advisory Council (April 2015)
 - “Marketing Professor of the Year”
- Invited to be Innaugural TEC Fellow (Teaching Excellence Center) July 2013
 - Member Board of Advisors (2013-2015)
- Rutgers Business School Newark and New Brunswick: Presented *The Thomas H. Mott, Jr. Award* for Excellence in Teaching (May 2013)
- New Brunswick Campus Rutgers Business Governance Association (May 2012)
 - “Overall Best Professor”
 - “Most Motivational”
 - “Most Liberal Teaching Methods”
 - “Funniest Teacher”
 - “Most Likely to Brighten Your Day”
- Newark Campus RBS Undergraduate Dean’s Advisory Council (April 2012)
 - “Most Motivational Professor 2012”,
 - “Most Knowledgeable Professor 2012”,
 - “Best Teaching Style 2012”

RBS Committees and Advising/Mentoring Activities:

- | | |
|---|------------|
| • Hult Competition | 2023 |
| ○ Team Advisor: New Brunswick Winners | |
| • NBMBAA (National Black MBA Association) | 2021 |
| ○ Case Competition Coach | |
| • New Brunswick Undergraduate Policy Council | 2020-2022 |
| ○ Student Affairs Committee | |
| • MBA Policy Committee | 2017-2023 |
| • The Daily Targum : Faculty Trustee | 2015-2018 |
| • University Senate: Senator-At-Large representing Newark | 2015-2017 |
| • Member Faculty and Personal Affairs Committee | |
| • Special Programs Committee (Courses of Study Committee) | 2014-2016 |
| • SAS HP Faculty Mentor Program | 2014- 2020 |
| • K-12 Task Force Committee participation | 2014 |

- RBS Rep. To State Marketing Education Committee 2017- Present
- Rutgers Association of Marketing and Strategy 2014- 2018
 - Faculty Advisor
- Rutgers First Year Interest Group (FIGS) Program 2013/14/17
 - Faculty Mentor
- Rutgers Management Consulting Organization: New Brunswick 2012 - 2017
 - Faculty Advisor
 - “Case Competition” Judge Fall 2012
- J&J Case Competition Team Advisor 2012- Present
 - Coached Winning Team/National Finalist from New Brunswick 2019
 - Coached Winning Team/National Finalist from Newark 2018
 - Coached Winning teams/National Finalists from both Newark and Livingston 2015
 - Coached National Winning team from Newark 2015
 - Coached National Second Place team from Newark 2013
- Delta Sigma Pi RBS Business Fraternity: New Brunswick 2012
 - Honorary Brother Initiated April 2012
 - Marketing Advisor 2012- 2018

Montclair State University Montclair, New Jersey **2015**
Marketing Department – Adjunct Professor

Courses Taught:

- Introduction To Marketing

Fairleigh Dickinson University Madison and Teaneck Campuses **2003- 2013**
Marketing and Management Departments - Adjunct Professor (2003-2013)

Courses Taught:

- Marketing Strategy (Graduate Lakewood Cohort: 2013)
- Marketing Concepts (Graduate)
- Marketing Research (Graduate and Undergraduate)
- Principles of Marketing
- Business in a Global Society (Basic Management)
- Buyer Behavior
- International Marketing
- Advertising & Promotion (Graduate)

Kalan, Marc H., “Tips to Enhance Personal Presentation Skills in the Digital Age,” Part III
Sales & Marketing Management, January 11, 2013

<https://salesandmarketing.com/search/content/Personal%20Presentation%20Tips%20for%20the%20Digital%20Age>

Kalan, Marc H., “Tips to Enhance Personal Presentation Skills in the Digital Age,” Part II
Sales & Marketing Management, January 9, 2013

<https://salesandmarketing.com/search/content/Personal%20Presentation%20Tips%20for%20the%20Digital%20Age>

Kalan, Marc H., “Tips to Enhance Personal Presentation Skills in the Digital Age,” Part I
Sales & Marketing Management, January 7, 2013

<https://salesandmarketing.com/search/content/Personal%20Presentation%20Tips%20for%20the%20Digital%20Age>

Secondary Academic & Professional Credentials

State of New Jersey Standard Certificate #644857 Teacher of Social Studies issued 6/07
HQT ETS Praxis Recognition of Excellence issued April 28, 2007

State of New Jersey Standard Certificate #661821 Elementary School Teacher in Grades
K-5 issued 10/07

HQT ETS Praxis Recognition of Excellence issued September 8, 2007

State of New Jersey Standard Certificate #671079 Elementary School with subject matter
specialization: Language Arts/Literacy Specialization in grades 5-8 issued December, 2007

Secondary Level Teaching Experience (Middle School & High School)

Mendham Township Middle School, Brookside, New Jersey **2009-2010**
Teacher of 5th Grade Language Arts (Maternity Replacement)

South Orange Middle School, South Orange, New Jersey **2007- 2009**
Teacher of 6th Grade Language Arts & Social Studies 2008-2009
Teacher of 7th Grade Language Arts 2007-2008

Abington High School, Abington, Pennsylvania **1973-1974**
Teacher 9th & 10th grades English & Social Studies
(Left to return to Graduate Business School at Columbia University)

Education

Columbia University - Graduate School of Business
Masters in Business Administration 1976

Concentration in Marketing

University of Pennsylvania - College of Arts and Sciences

Bachelor of Arts 1973 - Dean's List

History Major/Education Minor

Certified Teacher: Comprehensive Secondary Social Studies

Fairleigh Dickinson University - Fall 2007 Courses Taken (GPA 4.0):

- American Literature I
- Chaucer: The Canterbury Tales in Middle English
- Ethnic Literature in the USA (Graduate Seminar)

Sales Management and Marketing Post Degree Seminars Taken:

- Sales Force Management - 1997
- PAR Sales Training- 1985
- Decker Method of Effective Communication – 1983
- Xerox Personal Selling Skills – 1981
- Association of National Advertisers' Seminars:
 - Managing TV Commercial Production - 1982
 - New Products Marketing - 1980
 - Creative Advertising - 1979
 - Consumer Promotion – 1978

On-Line/Internet: Promotional Marketing & Business Development

**MarketSource Integrated Marketing Solutions
consultive role with MS3 successor company till 2010)**

6/03 – 4/06 (ongoing

(Marketing Services organization providing On-line/Digital and In-Field Solutions to Fortune 500 and other select clients from Strategy and Concept Development through Field Execution).

Vice President

- On-Line/Digital clients acquired and accounts managed:
 - BPLubricants/Castrol USA: Comprehensive services include: web sites (Castrol.com/us Winner International Gold Medal), media, creative, eNewsletters, loyalty/CRM, promotions, sweepstakes, web games, database surveys, game placement/integration, wireless mobile design, podcasts
 - Pfizer Relationship Marketing: CRM, Sweeps, On-Line Games (adult and child), media, creative, consumer acquisition
- Off-Line Promotional Clients: Procter & Gamble, Wyeth, GlaxoSmithKline, Playtex Products, Knouse Foods, Cadbury Adams, Johnson & Johnson, Sara Lee HBC
- Generated over \$6.0 million in new business

planetU, Inc.

8/97- 10/99

(InterNet venture providing promotion and information services to the consumer package goods industry, incorporating one to one interactivity and database marketing via proprietary technology- company acquired by News America for technology 1999, operations ceased 2000)
Vice President of Sales

Member of Senior Management Team responsible for sales of company's promotion (coupons) and information services, as well as providing product development direction.

- Sold company's first ever client (Warner-Lambert's Listerine) to national program, research study, and College Spring Break banner ad test
 - Opened 10 of company's first 18 accounts: 100% of those clients sold to participate with multiple brands/ multiple promotions or at multiple retailer sites
 - Closed 13 clients/43 brand programs including 100% of company's sales for launches at Shaw's Supermarkets, Long's Drug, and Albertson's Drug Stores
- Designed and sold company's most sophisticated promotions incorporating "EXTRA VALUE" and "PROGRESSIVE" advanced targeting applications to key clients including: Unilever, Colgate, McCormick, Perdue Farms, Ocean Spray, Barber Foods, Eskimo Pie, Gorton's, Sutter Home, Welch's, Chattem

Off-Line: Promotional Marketing & Business Development

LR Johnson Associates LLC

4/06 – 2021

(Consultancy providing Marketing and Sales Brokerage services to new and emerging specialty food and beverage companies. Joined as partner 4/06)

Senior Marketing Advisor

2017- 2021

Executive Vice President & Chief Marketing Officer

2006-2017

MarketSource Integrated Marketing Solutions

6/03 – 4/12

Consultive role with MS3 successor company till 2012)

(See On-Line/Internet section for details)

Jordan Education Media/Jordan Marketing Partnerships consultive role till 2014)

5/02 – 6/03 (on-going)

(Jordan Education Media is an education marketing firm specializing in the use of multi-media interactive classroom instruction techniques and components)

EVP/General Manager/Partner

Company clients include: Playtex, MGM, The Walt Disney Company, Kellogg's, Coca Cola, McDonald's, Frito-Lay, Nickelodeon, Pepsi-Cola, Lincoln/Mercury, Universal Studios, LucasFilm, Dreamworks, Warner Bros., Dannon, Welch's, Bank of America, and LifetimeTV.

U.S. Marketing & Promotions

12/99- 4/02

(an Omnicom Agency ranked #1 Sales Promotion Company by PROMO magazine 2000

specializing in field/mobile/mall/demos/guerilla and special event marketing- USM&P merged into Marketing Arm)

Vice President Client Services/ Director of National Accounts

- Expanded company business through acquisition of 14 new clients:
- New clients qualified and closed (some for multiple programs): Johnson & Johnson, Playtex Products, Del Monte Fresh Produce, ING Direct, Hershey Foods, Ralston-Purina, Seagram's Chateau & Estate Wines, Pepsi, Kodak, Binney & Smith, Produce For Better Health, California Avocado Commission, Texasweet Citrus Marketing, , Eurofresh
- Created and presented 84 program proposals total value \$23,255,000
- Generated over \$3.2MM in New Business/Incremental Sales
- Programs include Reggie award winner (ING Direct Boston T Party) and PRO award winner (Kodak), and Binney & Smith's Crayola 100th anniversary "Artrageous" national mobile tour

Sales Management

Inter-Act Systems, Inc.

8/95-8/97

Vice President of Sales

(Company acquired 1997, operations ceased 1999)

Built and managed sales team for: The Inter-Act Promotion Network, an on-location retail database, consumer interactive, targeted marketing system.

- Structured sales process incorporating sales strategy/tactics; territory/account management; interpersonal and team communication; targets/quotas/controls; performance compensation
- Reorganized sales organization from 5 independent reps to 8 employee staffed territories and 2 internal support staff including all recruiting and training
- Expanded Client base from 12 to 49 packaged goods manufacturers, participating in over 150 brand programs

Marketing Management

Valassis In-Store Marketing

5/88-7/95

(Formerly In-Store Advertising, retail placebased electronic media integrating brand creative and store specific pricing, acquired by Valassis Communications on 3/94- relocated to Michigan 1995, operations ceased 1996)

Director, Marketing & Sales Services (post Valassis Acquisition) 3/94-7/95

Vice President of Marketing 6/90-3/94

Vice President, Eastern Region Sales 5/88-6/90

Responsible for marketing and sales services (and direct sales 5/88-12/92) in support of 14 sales/marketing professionals including; planning, forecasting, pricing strategy, sales presentations, designing/fielding and analyzing research, creating/running sales training programs, producing collateral materials, trade advertising, trade shows.

- Delivered sales of \$12.5MM during company's first four years representing 25% of corporate total/one of top two producers each year
- Developed company's basic client presentation: opened 15 new clients and sold company's first \$1MM contract (to Kraft Dairy, increased to \$1.9MM within 2 years)
 - Created research analysis protocols; cut research costs by 35% by negotiating sliding fee for service schedule; reduced results available timeframe from 10 to 4-6 weeks
 - Wrote and taught company's sales training and research analysis programs including training of Valassis employees post '94 company acquisition

Arol Development Corporation
Director, Marketing, Sales & Leasing

2/87-4/88

- Developed/executed programs to lease first enclosed regional Manufacturers Outlet Mall targeted to Hispanic consumers. Phase I 100% reserved by 54 tenants (250,000 sq. ft. GLA).

Gannett Outdoor Group
Vice President, Marketing

9/85-12/86

- Planned and coordinated all national marketing programs for largest outdoor advertising company in North America.
- Administered advertising, public relations, and promotion for Outdoor Network, USA, the first national outdoor network (34 affiliates).
- Supervised staff of 13 in 3 regional offices, advertising agency, and public relations consultant.

Thompson Medical Company
Group Product Manager

5/83-9/85

Managed 9 brands: Dexatrim Control, Prolamine, Appedrine Diar-Aid, Caffeдрine, Quick Pep, Slim-Line, Ban Smoke (\$100MM+ sales, \$25MM advertising/promotion budget)

- Launched Longer lasting Dexatrim line extension; increased total franchise sales +36%
- Relaunched Caffeдрine generating +400% sales increase

Warner- Lambert Company
Product Manager

4/79-5/83

| | |
|----------------------------------|------------|
| Schick Razors & Blades | 3/82-5/83 |
| New Products | 3/80-3/82 |
| Chiclets, Adams Sour, Spring Gum | 11/79-3-80 |

Assistant Product Manager

| | |
|-------------|------------|
| Trident Gum | 4/79-11/79 |
|-------------|------------|

American Can Company 2/78-4/79
Associate Product Manager Northern Bathroom Tissue

Greyhound Temporary/Permanent Personnel 5/76-2/78
Assistant To The President

Other Activities/Honors

Quoted in the Press

Interviewed/Quoted in media on a variety of marketing topics, Stations/Publications include: Advertising Age, WBGO NJ Public Radio, Press of AtlanticCity, Asbury Park Press, Journal of Sales and Marketing Marketing Management, Rutgers Magazine, *myCentralJersey.com*, AAP.com, Convenience Store Petroleum Magazine, Currier News, Home News Tribune, Black Enterprise: Wealth for Life, The Bergen Record, Chalmers U. of Technology (Gothensburg, Sweden) Master's Thesis, The Star-Ledger, NorthJersey.com, NJ.com, The Marion Star (Part of the USA Today Network), In The Money/wallethub.com, ABC Eyewitness News, NJ Advance Media, CreditDonkey.com, The Muse (themuse.com), MoneyGeek.com, The App.com Part of the USA Today Network, Value Penguin, Yahoo! Finance

The Case Centre 2018-Present
• RBS Membership Representative

Smith & Beta 2014-2016
• Smith & Beta provides consultive and educational programs for the Advertising Industry
• Teacher/Consultant focusing on Advertising Industry History, Trends, and Cultures

Executive Essentials 2013- Present
• Executive Essentials (EE) offers training, coaching and consulting services
• Trainer/Coach/Speaker focusing on Marketing and Personal Skill Development

Faculty Row
• Awarded "SuperProfessor" status May, 2013

Phi Beta Lamda Future Business Leaders of America: New Jersey State College Convention
• Keynote Speaker Spring 2013

Meadowbrook Country Day Camp (Summers Only): 2007- 2021
• Transportation Supervisor
• Responsible for Managing up to 79 Drivers/Bus Routes (varies yearly)
• Holder of CDL (Commercial Driver's License Class C with P&S Endorsements)

Point of Purchase Advertising Institute

1993-1995

- Member Board of Directors
- Founding CoChair: POPAI's Association of In-Store Marketing

Marc Kalan Media Quotes and Publications

The Oral History of WaWa, NJ Advance Media, November 17, 2023
<https://projects.nj.com/wawa/>

Finding & Using The Right Student Card, MoneyGeek.com August 23, 2023
<https://www.moneygeek.com/credit-cards/college-students/#expert=marc-kalan>

Cash Back Credit Cards, MoneyGeek.com, August 23, 2023
<https://www.moneygeek.com/credit-cards/cash-back/#expert=marc-kalan>

How NJ small businesses are tackling new challenges post-pandemic, NorthJersey.com (The Bergen Record), July 10, 2023,

<https://www.northjersey.com/story/news/business/2023/07/10/nj-small-business-covid-recovery-labor-shortage-inflation/70318752007/>

(OR) <https://finance.yahoo.com/news/nj-small-businesses-tackling-challenges-082023872.html>

4th of July Survey: 62% of Americans Will Spend Less Money This Year, WalletHub, June 27, 2023, https://wallethub.com/blog/4th-of-july-survey/75815#expert=Marc_H._Kalan

Amazon Fresh Supermarkets, Asbury Park Press, February 15, 2023
<https://www.app.com/story/money/business/main-street/whats-going-there/2023/02/15/nj-amazon-fresh-supermarkets-unopened-as-retail-giant-ponders-future/69863788007/>

Cheapest Car Insurance Companies, Wallethub.com, September 29, 2022,
https://wallethub.com/cheap-car-insurance#experts=Marc_Kalan

Auto Insurance Quotes Comparison, Insurify.com June, 2022 <https://insurify.com/car-insurance/#frequently-asked-questions>

Best Car Insurance Companies, WalletHub May 16, 2022 https://wallethub.com/car-insurance#expert=Marc_Kalan

ValuePenguin by Lendingtree, 10 Largest Auto Insurance Companies May 7, 2021
<https://www.valuepenguin.com/largest-auto-insurance-companies#expert-marc-kalan>

No gimmicks, No mascot, No problem The Star Ledger, April 18, 2021
<https://enewssl.nj.com/data/2846/reader/reader.html?social#!preferred/0/package/2846/pub/4690/page/10/alb/143685>

Sephora growing in these NJ Kohl's, Ulta in Target The App.com Part of the USA Today Network, April 13, 2021 <https://www.app.com> › *whats-going-there* › 2021/04/13

Student Credit Cards: WalletHub.com, March 31, 2021 <https://wallethub.com/d/discover-it-for-students-credit-card-802c/#expert=marc-kalan>

Black Friday Shopping WalletHub.com, November 20, 2020 https://wallethub.com/edu/best-worst-items-for-black-friday/16901#expert=Marc_Kalan

The Best Insurance Companies Moneygeek.com, October 13, 2020
<https://www.moneygeek.com/insurance/auto/best-car-insurance-guide/#expert=marc-kalan>

WalletHub, American Express 0% APR Credit Cards, Marc Kalan WalletHub.com, Wednesday, August 05, 2020 https://wallethub.com/credit-cards/0-apr-american-express/#expert=Marc_Kalan

Here's What It Takes to Be a Great Manager, The Muse, Wednesday May 13, 2020
<https://www.themuse.com/advice/qualities-of-a-good-manager>

Mattress Review: What the Experts Say, CreditDonkey.com, Wednesday, April 22, 2020
<https://www.creditdonkey.com/saatva-mattress-review.html#interview=marc-kalan>

Toys R Us is back... *NJ Advance Media for NJ.com*, November 26, 2019
<https://www.nj.com/bergen/2019/11/toys-r-us-is-back-and-its-opening-its-1st-store-this-week-in-nj.html>

Balance Transfer Credit Cards, WalletHub.com, Wednesday August 28, 2019
https://wallethub.com/credit-cards/balance-transfer/#expert=Marc_Kalan

Kalan, Marc H., "A babyboomer asks: So when did we last win a war?" *Star Ledger Guest Columnist, NJ.com*, July 5, 2019
<https://www.nj.com/opinion/2019/07/a-babyboomer-asks-so-when-did-we-last-win-a-war.html>

Kalan, Marc H., "You Are The Brand," *Sales & Marketing Management*, May 23, 2019
<https://salesandmarketing.com/content/you-are-brand>

Kalan, Marc H., “Now More Than Ever: Personal Presentation Tips for the Digital Age,”
Sales & Marketing Management, November 26, 2018
<https://salesandmarketing.com/content/now-more-ever-personal-presentation-tips-digital-age>

Kalan, Marc H. “Warner-Lambert New Products/Product Innovation Case Study,” *The Case Centre, Cranfield University, Cranfield UK* April 2015
[<http://www.thecasecentre.org/educators/products/view?id=127371&ueid=emup-2015-5-37>]

2019’s Best Places to Celebrate Easter, Ask the Experts, WalletHub.com
Tuesday, April 16, 2019 <https://wallethub.com/edu/best-places-to-celebrate-easter/19774/#expert=marc-kalan>

Best Cash Back Credit Cards, WalletHub.com
Tuesday, February 12, 2019 <https://wallethub.com/best-cash-back-credit-card#expert=marc-kalan>

Sales & Marketing Management, Now More Than Ever: Personal Presentation Tips for the Digital Age by Marc Kalan
Monday, November 26, 2018 <https://salesandmarketing.com/content/now-more-ever-personal-presentation-tips-digital-age>

Asbury Park Press, Lord & Taylor to close Monmouth Mall store, Marc Kalan
Friday, September 07, 2018 <https://www.app.com/story/money/business/main-street/2018/09/07/lord-taylor-close-monmouth-mall-store/1216084002/>

Asbury Park Press, Another bricks-and-mortar store closing, Marc Kalan
Saturday, March 10, 2018 <https://www.app.com/story/money/business/main-street/whats-going-there/2018/03/10/value-city-nj-furniture-middletown-store-close-cvs-chase-bank/411335002/>

Eyewitness News 7, Store closing sales begin at Toys R Us locations, Marc Kalan
Wednesday, February 07, 2018 <https://abc7ny.com/business/store-closing-sales-begin-at-toys-r-us-locations-in-ny-nj-ct/3047988/>

The Street.com <https://www.thestreet.com/story/14320182/1/experts-debate-whether-brands-should-take-stance-on-nfl.html>

NorthJersey.com, The Star-Ledger
<https://www.northjersey.com/story/news/bergen/2016/01/07/meadowlands-aims-to-be-multiday-tourist-spot/94376876/>

<http://axiommediaservice.com/client/hackensack-upper-main-alliance/clientmedia/articles/marketing-the-citys-makeover/>

WBGO NJ Public Radio (on air and site)

Press of AtlanticCity

https://www.pressofatlanticcity.com/business/wawa-celebrates-years-of-growth-in-convenience-market/article_11560d9c-c341-11e3-8bd9-0019bb2963f4.html

Asbury Park Press: In The Money

<http://blogs.app.com/inthemoney/2015/05/08/what-should-whole-foods-new-store-be-named/>

myCentralJersey.com (USA Today Network), Currier News, Home News Tribune

<https://www.mycentraljersey.com/story/news/local/2014/11/22/shopping-new-jersey-passion/19401053/>

<https://wlma-webservice.gannettdigital.com/articleservice/view/99874020/michigan-state-spartans/24.3.57/iphone?apiKey=57646bc6bca4811fea00000126a000bb69414f2a44f75039173cf104>

<https://www.mycentraljersey.com/story/news/local/how-we-live/2017/03/31/macys-opens-backstage-outlet-woodbridge-center/99874020/>

AAP.com (Part of the USA Today Network)

<https://www.app.com/story/money/business/main-street/2018/09/07/lord-taylor-close-monmouth-mall-store/1216084002/>

<https://www.app.com/story/money/business/main-street/whats-going-there/2018/03/10/value-city-nj-furniture-middletown-store-close-cvs-chase-bank/411335002/>

Convenience Store Petroleum Magazine

<https://www.cspdailynews.com/csp-magazine/citgos-centennial-celebration>

Black Enterprise: Wealth for Life

<https://www.blackenterprise.com/present-like-pro-3-tips-mastering-professional-presentations/>

Journalism.cuny.edu

<http://issuenumone.journalism.cuny.edu/2017/03/21/retail-sales-slowed-in-february-building-materials-furnishings-sales-benefit-from-low-rates/>

The Bergen Record

<https://www.bergencountyrealtors.com/news/news.asp?id=244112>

<https://www.questia.com/newspaper/1P2-38570990/the-face-of-the-new-hackensack>

Chalmers U. of Technology (Gothensburg, Sweden) Master's Thesis:

<http://publications.lib.chalmers.se/records/fulltext/145334.pdf> (see Professors Appendices 1 & 2)

NJ.com

https://www.nj.com/entertainment/2015/07/jetcom_hoboken_shopping_club_launch.html

Kalan, Marc H., "How To ...Give A Toast: Here's To You," *Rutgers Magazine*, June 2013

file:///C:/Users/mkalan/Documents/Associate%20Professor%20Submission/RutgersMag%20Toast%20Tips%20article%20June%202013.pdf

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Sales & Marketing Management, January 11, 2013

<https://salesandmarketing.com/search/content/Personal%20Presentation%20Tips%20for%20the%20Digital%20Age>

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Sales & Marketing Management, January 9, 2013

<https://salesandmarketing.com/search/content/Personal%20Presentation%20Tips%20for%20the%20Digital%20Age>

Kalan, Marc H., “Tips to Enhance Personal Presentation Skills in the Digital Age,” Part I

Sales & Marketing Management, January 7, 2013

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