

## Phillip B. Cohn | Fall 2025

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### EDUCATION

Degree Type B.S. | MBA  
Institution Rutgers University | Rutgers University  
Emphasis/Major Marketing | Marketing  
Year Completed 1988 | 1992

### ACADEMIC, GOVERNMENT, MILITARY AND PROFESSIONAL POSITIONS

Experience Type Academic  
Organization Rutgers University – Rutgers Business School  
Title/Rank/Position Asst Professor of Professional Practice | Professional Selling Lead  
Start Date/End Date 09/2022 – Current

Experience Type Professional  
Organization Samsung Electronics  
Title/Rank/Position SVP Sales  
Start Date/End Date 02/2017 – 04/2022

Experience Type Professional  
Organization Barnes and Noble  
Title/Rank/Position VP of National Community Sales  
Start Date/End Date 08/2016 – 10/2016

Experience Type Professional  
Organization TouchTunes Interactive Networks  
Title/Rank/Position EVP Sales and Corporate Marketing  
Start Date/End Date 07/2011 – 08/2016

Experience Type Professional  
Organization D & M Holdings  
Title/Rank/Position SVP Sales and Channel Marketing  
Start Date/End Date 05/2004 – 07/2011

Experience Type Professional  
Organization Samsung Electronics  
Title/Rank/Position SVP Sales  
Start Date/End Date 01/2004 – 05/2004

Experience Type Professional  
Organization Sony Electronics  
Title/Rank/Position Director of Strategic Sales  
Start Date/End Date 04/2001 – 01/2004

Experience Type Professional  
Organization Sony Electronics  
Title/Rank/Position Various  
Start Date/End Date 05/1998 – 04/2001

## PRESENTATIONS

Presentation Title Marketing Overview  
Presentation Type Lecture/Discussion  
Conference/Meeting Name RBS Summer Camp  
Sponsoring Organization RBS  
Location Piscataway, NJ  
Presentation Date July 7, 14, 21, 2025

Presentation Title Emotional IQ  
Presentation Type Lecture/Discussion  
Conference/Meeting Name EQ for Staff  
Sponsoring Organization RBS HR Development  
Location Zoom - Live  
Presentation Date March 12, 2025

Presentation Title Professional Selling  
Presentation Type Lecture/Discussion  
Conference/Meeting Name Professional Sales Workshop for MBAs  
Sponsoring Organization RBS- MBA  
Location Newark, NJ  
Presentation Date March 11, 2025

Presentation Title Seamless Omnichannel Retailing  
Presentation Type Panel Discussion  
Conference/Meeting Name Marketing Summit: The Future of Marketing  
Sponsoring Organization RBS  
Location Piscataway, NJ  
Presentation Date Nov 17, 2023

Presentation Title Unlocking Your Potential – The Keys to Successful Selling  
Presentation Type Keynote and Panel Discussion Moderator  
Conference/Meeting Name Commerce and Industry Association of NJ/Sales Summit  
Sponsoring Organization CIA-NJ and RBS-OCM  
Location Piscataway, NJ  
Presentation Date April 11, 2024

## PROFESSIONAL AND/OR EXECUTIVE TRAINING

Professional/Executive Training Type	Executive Education (RBS)
Client/Organization	Johnson and Johnson
Location	New Brunswick, NJ
Compensated or Pro Bono	Compensated
Start Date/End Date	3/2025, 5/2025

Professional/Executive Training Type	Executive Education (RBS)
Client/Organization	Johnson and Johnson
Location	New Brunswick, NJ
Compensated or Pro Bono	Compensated
Start Date/End Date	3/2024, 4/2024

Professional/Executive Training Type	Executive Education (RBS)
Client/Organization	Dorman Products
Location	Virtual
Compensated or Pro Bono	Compensated
Start Date/End Date	10/14/2024-10/16/2024

Professional/Executive Training Type	Executive Education (RBS)
Client/Organization	Siemens Financial Services
Location	Iselin, NJ
Compensated or Pro Bono	Compensated
Start Date/End Date	8/9/2023-8/16/2023

## FACULTY DEVELOPMENT ACTIVITIES ATTENDED *(conference, workshop, seminar, course took/attended, but not participated in)*

Activity Type	Seminar
Conference Name	Speaker Series
Title	Evolutionary Psychology of Consumer Behavior
Sponsoring Organization	RBS
City	Newark
State	NJ
Country	USA
Start Date/End Date	Dec 1, 2024

Activity Type	Seminar
Conference Name	Marketing Summit
Title	AI – Beyond the Buzz
Sponsoring Organization	RBS

City Newark  
State NJ  
Country USA  
Start Date/End Date November 22, 2024

Activity Type Seminar  
Conference Name Case Competition  
Title Russ Berrie 2024 National Sales Challenge  
Sponsoring Organization William Paterson University  
City Wayne  
State NJ  
Country USA  
Start Date/End Date November 13, 2024

Activity Type Seminar  
Conference Name SMARTeaching  
Title Demystifying AI for Teaching and Learning  
Sponsoring Organization RBS  
City Newark  
State NJ  
Country USA  
Start Date/End Date July 10, 2024

Activity Type Seminar  
Conference Name Speaker Series  
Title Artificial Intelligence  
Sponsoring Organization RBS  
City Newark  
State NJ  
Country USA  
Start Date/End Date February 15, 2024

**DIRECTED STUDENT LEARNING** (*e.g. Theses, Dissertations*)

Involvement Type Advisor for Honors College Capstone  
Student Name Evan Dominguez  
Student's Home Department Marketing  
Date Started/ Date Completed 5/2024 – 5/2025

## SERVICE TO THE COLLEGE

Committee Name RBS UG – NB Policy Committee  
Position/Role Faculty Representative  
Elected or Appointed *(if given)* Appointed  
Start Date/End Date 06/2025 – 05/2026

Committee Name RBS UG – NWK Academic Standing Committee  
Position/Role Faculty Representative  
Elected or Appointed *(if given)* Elected  
Start Date/End Date 06/2025 – 05/2026

Committee Name RBS UG – NWK\NB Admitted Students Day  
Position/Role Faculty Representative  
Elected or Appointed *(if given)* Volunteer  
Start Date/End Date 03/2025, 05/2025

Committee Name Student Engagement Task Force  
Position/Role Faculty Representative  
Elected or Appointed *(if given)* Appointed  
Start Date/End Date 09/2022 – 06/2023

Committee Name Alumni and Corporate Engagement (ACE) Council  
Position/Role Sr Director  
Elected or Appointed *(if given)* Appointed  
Start Date/End Date 09/2022 – 06/2023

Committee Name Deans Advisory Board  
Position/Role Member  
Elected or Appointed *(if given)* Elected  
Start Date/End Date 03/2019 – 09/2022

## SERVICE TO THE DEPARTMENT

Committee Name 2025 Marketing Summit  
Position/Role Co-Chair  
Elected or Appointed *(if given)* Appointed  
Start Date/End Date 03/2025 – current

Committee Name MMS (Marketing and Management Society)  
Position/Role Advisor  
Elected or Appointed (if given) Appointed  
Start Date/End Date 09/2024 – current

Committee Name Marketing Advisory Board  
Position/Role Member  
Elected or Appointed (*if given*) Appointed  
Start Date/End Date 03/2019 – 09/2022