

## CV TEMPLATE

### **Phillip B. Cohn**

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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 | Sr. Director of Alumni and Corporate Engagement  
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

### **JOURNAL PUBLICATIONS (PEER-REVIEWED)**

Article Title  
Journal Name  
Volume  
Issue  
Page Numbers or Number of Pages  
DOI  
ORCID  
Publication Date

### **JOURNAL PUBLICATIONS (NON PEER-REVIEWED)**

Article Title  
Journal Name  
Volume  
Issue  
Page Numbers or Number of Pages  
DOI  
ORCID  
Publication Date

### **JOURNAL PUBLICATIONS (EDITORIAL)**

Article Title  
Journal Name  
Volume  
Issue  
Page Numbers or Number of Pages  
Publication Date

## **BOOK CHAPTER CONTRIBUTIONS**

Book Chapter Title and Book Title  
Publisher  
Volume  
Issue  
Page Numbers or Number of Pages  
Publication Date

## **BOOK CONTRIBUTIONS**

Book Title  
Publisher  
Volume  
Issue  
Page Numbers or Number of Pages  
Publication Date

## **PROCEEDINGS (PEER-REVIEWED)**

Proceeding Title  
Name of Conference/Publisher  
Volume  
Issue  
Page Numbers or Number of Pages  
Publication Date

## **PRESENTATIONS**

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

## **INTELLECTUAL PROPERTY**

Patent or Copyright  
Patent Title  
Patent/Copyright Number/ID  
Patent Type  
Patent Nationality  
Licensed to whom?  
Assigned to whom?  
Date

**PUBLISHED CASES or CASE COMPETITION ORGANIZER/JUDGE**

**COMPILATION OF READINGS, ARTICLES, OR CASES**

**ONLINE BLOGS/NEWSPAPER COLUMNS or ACADEMIC/PROFESSIONAL VIDEOS**  
(must provide public access website)

**CONSULTING**

Consulting type  
Client/Organization  
Location  
Principal or Partner  
Compensated or Pro Bono  
Start Date/End Date (or Number of Service Days per Year)

**CONTRACTS, FELLOWSHIPS, GRANTS AND SPONSORED RESEARCH**

Type  
Title  
Sponsoring Organization  
Investigators  
Amount  
Start Date of Funding/End Date of Funding

**PROFESSIONAL MEMBERSHIPS**

Name of Organization  
Leadership Position Held  
Scope of Organization  
Start Date/End Date

**AWARDS / HONORS**

Award  
Organization/Sponsor  
Purpose/Scope  
Date Received

**PROFESSIONAL AND/OR EXECUTIVE TRAINING**

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

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

**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

**LICENSURES AND CERTIFICATIONS**

Title of Licensure/Certification  
Status (Maintain or Achieve)  
Sponsoring Organization  
Scope  
Date Obtained/ Qualified Through

**MEDIA CONTRIBUTIONS and QUOTES**

Media Contribution/Quote Title  
Media Type  
Media Name  
Description  
Date

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

Involvement Type  
Student Name  
Student's Home Department  
Date Started/ Date Completed

**SERVICE TO THE PROFESSION** (*must include Start/End Date*)

**Leadership Roles**

**Session Chair**

**Paper Reviewer**

**Paper Discussant**

**Book Review**

**Editor**

**SERVICE TO THE UNIVERSITY**

Committee Name  
Position/Role  
Elected or Appointed (*if given*)  
Start Date/End Date

**SERVICE TO THE COLLEGE**

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    04/2023 – current

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

**SERVICE TO THE LOCAL COMMUNITY**

Organization/Committee/Club  
Position/Role  
City

State

Country

Elected or Appointed (*if given*)

Start Date/End Date