

Stacy Smollin Schwartz

sschwartz@business.rutgers.edu

Summary	<ul style="list-style-type: none">• Award-winning marketing instructor.• Analytic, collaborative, results-oriented business executive, advisor, and leader.• Digital marketing expert rooted in traditional marketing strategy.• Industry experience includes: media, technology, healthcare, and social enterprise.
Education	<p>Harvard Business School, Boston MA. Master of Business Administration (MBA), June 2003.</p> <p>Pennsylvania State University, University Park, PA. Bachelor of Arts (BA) in Advertising with Highest Distinction and with Honors in Advertising, May 1995.</p>
Teaching Experience	<p>Rutgers Business School, Newark & New Brunswick, NJ <i>2010-present</i></p> <ul style="list-style-type: none">• Marketing Department<ul style="list-style-type: none">- Full-time Assistant Professor of Professional Practice (2018-present)- Full-time Instructor of Professional Practice (2015-2018)- Part-time Lecturer / Adjunct (2010-2015)- Courses taught (undergraduate and graduate):<ul style="list-style-type: none">• Introduction to Marketing (including mega-sections, honors sections, and synchronous telepresence classes)• Digital Marketing (developed and taught)• Social Media & Mobile Marketing (developed and taught)• Advertising & Promotions (taught)• Executive Education<ul style="list-style-type: none">- Instructor for on-site and online mini-MBA programs in Digital Marketing, Social Media, Mobile Marketing, and Customer Centricity (2010-present).• Faculty Committees and Advisory Roles<ul style="list-style-type: none">- Member of the RBS Teaching Methods and Innovations Committee (2017-present)- Business Advisory Board Member for Rutgers Enactus (2017-present)- Marketing faculty liaison to the Rutgers University Honors College (2018-present)- Faculty Mentor to undergraduate Peer Instructors for the RBS First-Year Interest Group Seminars (FIGS) program (2017, 2018)- Faculty advisor for several student case competitions- Frequent speaker and panelist at student-run events• Awards and Honors<ul style="list-style-type: none">- Awarded the Thomas H. Mott Award for excellence in teaching (2018).- Selected for the RBS Dean's Meritorious Teaching Award for outstanding teaching (2018).- Voted "Best Marketing Professor" by the Rutgers Business Governance Association (2016, 2017, 2018). <p>Interactive Advertising Bureau (IAB), New York, NY <i>2014-2015</i></p> <ul style="list-style-type: none">• Developed and led professional development workshops for media sales executives and managers at IAB member companies, including The New York Times, The Wall Street Journal, Meredith Publishing, and Conde Nast.<ul style="list-style-type: none">- Topics included: Search Engine Marketing, Display Advertising, Social Media, Content Marketing, Digital Video Advertising, Mobile Advertising.

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Professional Experience	Marketing Consultant – <i>Smollin Schwartz LLC</i> , Bridgewater, NJ	2010-present
	<ul style="list-style-type: none">Projects include:<ul style="list-style-type: none">Social media advisory roles at several organizations.Marketing strategy development for an industry trade association.Customer acquisition forecasting for a digital music company.Website redesign guidance for a mobile device company.Market research analysis for a large, ad-supported digital publisher.	
	Learning & Development Consultant – <i>Interactive Advertising Bureau (IAB)</i> , New York, NY	2011 – 2015
	<ul style="list-style-type: none">Developed and launched four ANSI-accredited, global professional certification programs: IAB Digital Media Sales Certification (DMSC), Digital Ad Operations Certification (DAOC), Digital Data Solutions Certification (DDSC), and entry-level Digital Advertising Certification (DAC).	
	Marketing Executive – <i>Virgin Mobile USA</i> , Warren, NJ	2005-2010
<ul style="list-style-type: none">Marketing leader at Sir Richard Branson’s wireless telecomm company in the United States. Roles included:<ul style="list-style-type: none">VP, Digital Marketing, Media & Advocacy: Managed the company’s integrated media budget and strategies, including traditional and digital approaches for brand-building and direct marketing. Oversaw all aspects of the company’s digital marketing strategy, planning, and execution, including: web strategy, ecommerce, social networking, online advertising, email marketing, and search engine marketing.Director, Marketing & Ecommerce: Grew share of company’s new customer acquisitions secured through direct sales channels (ecommerce, telesales, and referral marketing) from 5% to 13% within two years.		
Strategic Business Leader – <i>Hospital for Special Surgery</i> , New York, NY	2003-2005	
<ul style="list-style-type: none">Provided internal management consulting support for the leading musculoskeletal specialty hospital in the world.<ul style="list-style-type: none">Web Director: Managed the budget, strategy, planning, and execution of HSS.edu, an educational web site that provides musculoskeletal health information to patients, medical professionals, and the community-at-large.Harvard Business School Service Leadership Fellow Worked closely with the CEO and EVP, External Affairs on special projects related to health care quality, access to care, clinical service expansion, fundraising, and marketing.		
Global Leadership Roles – <i>DoubleClick, Inc.</i> , New York, NY	1996-2001	
<ul style="list-style-type: none">Original launch team member of the leading online advertising company; now owned by Google. Roles included:<ul style="list-style-type: none">Director, Account Management: Managed national account team maintaining direct accountability for all market research contract renewals, totaling 70% of division revenue.Director, International Studio & Media Research: Managed a global team of designers, sales specialists, and media researchers.Director, International Business Development: Measured and analyzed the effectiveness of managers within global subsidiaries; developed and implemented programs to facilitate ongoing skills development within each international office.		

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Publications

- Co-authored Harvard Business School Case 305-076, "Hospital for Special Surgery," about the hospital's quality transfer efforts to the UK's nationalized healthcare system, with Harvard Business School Professor Regina Herzlinger.
- Co-authored Harvard Business School Case 304-004, "New Sector Alliance: An Entry into Health Care?" about the role of nonprofits in the US healthcare system, with Harvard Business School Professor Regina Herzlinger.

Community

- Board Vice President and Marketing Committee Chair at Sharsheret, a national nonprofit organization that supports young women with increased risk of breast and ovarian cancers (2016-present).
 - Board Member and Project Coordinator at Harvard Business School Club of New York Community Partners, a volunteer consulting service for NYC-area nonprofit organizations facing business and management challenges (2010-2016).
 - Board Member at Penn State University College of Communications Alumni Society (2006-2012).
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