

ALAN B. KERZNER
Cherry Hill, NJ
abk1@icloud.com

APPOINTMENTS

FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY, PHILADELPHIA, PA **2016-Present**

Assistant Professor of Strategy, Innovation and Entrepreneurship Institute; Director of Temple University Entrepreneurship Academy

- Launched and lead Temple University Entrepreneurship Academy, focused on incorporating entrepreneurial thinking and doing into classes and co-curricular activities of the sixteen non-business colleges within Temple University
- Co-led establishment of and help manage nine Bachelor of Fine Arts with Entrepreneurial Studies program with Tyler School of Fine Arts; program increased Tyler student enrollment and revenues in the Innovation and Entrepreneurship Institute sixfold to over \$500,000/year
- Created and direct university-wide social entrepreneurship efforts featuring annual Inspire sessions, workshops, Changemaker Challenge Competition for students, alumni, staff and faculty, and Summit featuring pioneers in the field; Changemaker Challenge attracts submissions from 12 different schools on average while Summit attracts over 200 participants from Temple and Philadelphia communities
- Co-developed and lead implantation of Turning Critical Thinking into Critical Doing module of classes, activities and assignments that was integrated into numerous sections of GenEd course required for all students
- Formulated and direct annual workshop series on *Freelancing: Succeeding in the Gig Economy*
- Led Temple University's participation in regional innovation event, BPHL, including eleven panels and workshops over two years; personally developed and led session on Stopping the Spread of CoVid19
- Developed and directed community-based workshops and hackathon on Rapidly Reskilling Underutilized Individuals.
- Teach Lean Startup to undergraduate, MS and MBA students as well as university staff
- Recipient, Fox School Impact Award, 2018

UNIVERSITY OF QUEENSLAND BUSINESS SCHOOL, AUSTRALIA

2014-2016

Visiting Instructor, Marketing

- Taught two-week Marketing Strategy course to MBA and Executive MBA students at the second-highest rated business school in Australia

THE WHARTON SCHOOL GRADUATE DIVISION, UNIVERSITY OF PENNSYLVANIA

2010-2016

Project Faculty, Global Consulting Practicum

- Faculty coach for MBA and executive MBA students in this senior marketing strategy course, where teams from Wharton would collaborate with teams from international business schools to help international businesses develop corporate strategies, often involving expansion into the US
- Projects were with faculty, students and companies in Chile, Australia and Israel involved in the bioequivalent pharmaceutical, defense technology, equipment leasing, wine and fresh protein industries

THE SCHOOL OF PROFESSIONAL STUDIES, NEW YORK UNIVERISTY

2010-2016

Adjunct Professor, MS in Marketing Program

- Taught Master's level Integrated Marketing course; 90% of students were international, hailing from Asia, India and South America
- Conducted pro bono orientations for international students

ARESTY INSTITUTE OF EXECUTIVE EDUCATION, THE WHARTON SCHOOL

2013-2014

Coach, Innovative Learning Solutions

- Coached multinational company executives from automobile production, banking and vehicle rental companies headquartered in South Korea, Germany and the United States
- Projects focused on enhancing cross-company planning and communication, new product development and development of new customer segments

ACADEMIC PRESENTATIONS AND PUBLICAITON

- Moderated panel on teaching entrepreneurship to creatives, entitled *First Year Fellows and Creative Entrepreneurship* at USASBE January 2021 conference
- Developed and led workshop, Turning *Critical Thinking into Critical Doing: Incorporating Entrepreneurship into Gen Ed and Liberal Arts Classes* at the Global Consortium of Entrepreneurial Centers (GCEC) annual conference in Stockholm Sweden, September 2019
- Co-presenter *Scaling Up Entrepreneurship to Transform Universities and Regions* training session at the Academy of Management Specialty Conference, Tel Aviv, Israel, December 2018

- Led a lunch session discussion on *Entrepreneurship in General Education and Liberal Arts Education* at the Global Consortium of Entrepreneurial Centers (GCEC) annual conference, September 2018
- Co-authored paper *Further Exploring Differences in Business Undergraduate Perceived Outcomes by Preferred Classroom Learning Environments*, *Journal of Education and Learning*, v7 n5 p20-30 2018
- Provide training to Fulbright scholars on how to *Build Brand You* and develop effective resumes and networking efforts, 2016-2020

PROFESSIONAL EXPERIENCE

INSTITUTE FOR GLOBAL STUDENT SUCCESS

2010-Present

Founder and Chief Executive Officer

Established an enterprise to help international undergraduate and graduate students studying in the U.S. achieve greater success in the academic, social and professional areas

- Coach Chinese high school teams in the Wharton High School Global Investment Competition on corporate strategy and presentation skills.
- Developed innovative “experiential immersion” curriculum and on-going mentoring program as core offerings
- Created Global Remote Internship program by partnering with companies to take their current business issues and have students work to address these matters while being trained to enhance their career readiness
- Conducted programs for Fulbright Scholars and at the Simon Business School, Rutgers School of Management, Carey Business School, Temple University, Bryn Mawr College, Fordham University, Pace University, Beijing Foreign Studies University, Nanjing Audit University and International Education Institute of Vietnam National University
- Recruited professors at top universities and successful executives to serve as faculty and mentors

BUSINESS GROWTH ASSOCIATES, *President*

2009-2016

CHARTERHOUSE GROUP, *Charterhouse Entrepreneur Program*

- Conducted training on Entrepreneurship Best Practices
- Serving as “Expert” advisor to private equity firms, formulating market entry strategies and identifying potential platform acquisitions in the natural nutrition, pet care and skin care areas

HALO PURELY FOR PETS, Tampa, FL

2006-2009

President

Identified company as platform for private equity fund entry into high-end natural holistic pet food and care. Developed business model and acted as lead negotiator in acquisition; transformed company from entrepreneur-dominated establishment to on-going business with scalable infrastructure and processes

- Quadrupled sales in first three years, achieving original investment plan target
- Re-engineered sales efforts from internal telesales model to distributor-based and direct retail model, doubling the number of retail outlets carrying the brand
- Directly managed Petco account, resulting in Halo being named their "New Vendor of the Year" in 2008
- Focused resources against social media vehicles including Twitter, Facebook, MySpace and blogs, growing number of direct consumer relationships by 1000%; achieved a Tweet Grade of A+, highest in the industry

HARTZ MOUNTAIN CORPORATION, Secaucus, NJ

2002-2006

Corporate Vice President of Marketing

Led transformation from a distribution-driven company to an innovative consumer marketing-driven pet care enterprise; facilitated acquisition and transition of business from JW Childs to Sumitomo Corporation

- Grew sales and profits 5% over a three-year period after five consecutive years of decline
- Launched over 100 new products in three years, generating an 8X increase in percentage of company sales from products launched in previous 12

REXALL SUNDOWN, Boca Raton, FL

2001-2002

Marketing Consultant

Helped transform sales and product development-oriented company in need of turnaround into a marketing-based, consumer-centric organization

- Repositioned sports nutrition brand, based on results of segmentation study, through new advertising, new packaging, product improvements and licensing strategy. Revenues grew 13% in first year of relaunch
- Developed positioning for new line extensions that grew weight-loss brand by 25% (\$18 million)

THE ROBBINS COMPANY/CORPORATEGIFTS.COM, New York, NY & Attleboro, MA **1999-2001**
Senior Vice President of Strategic Initiatives, The Robbins Company (2000-2001)
Vice President of Marketing and Operations, CorporateGifts.com (1999-2000)

Led startup efforts for VC-backed CorporateGifts.com to offer web-based applications and award fulfillment in the \$25 billion reward management industry. After successful acquisition of 108 year-old The Robbins Company, supervised efforts to leverage CorporateGifts.com's technology and re-engineer processes within Robbins

- Implemented vision to create interactive one-stop solution site that provides software applications, content and merchandise for corporate incentive and recognition programs
- Led the turnaround of The Robbins Company, growing sales by 7% and profits by 10%
- Transformed traditional sales force into an effective "solution-selling" organization through redefined positions, compensation changes and technology support

HOME SHOPPING SHOWCASE INCORPORATED, Edison, NJ **1995-1999**
President and Chief Executive Officer

Initiated and managed all facets of operations for startup company which established a new distribution model to bring best-selling direct TV (HSN and QVC) and collectible products to retail outlets

- Translated concept for store-within-store displays into a category management-based program, resulting in the opening of over 240 outlets at leading supermarket retailers. Outlets generated operating profit of 14.7%
- Secured proprietary distribution rights for best-selling direct response products not previously sold in mass outlets including Ivana Trump Beauty Care, Enesco Precious Moments and Hummel collectibles
- Formulated and implemented infrastructure to execute direct store delivery (DSD) program

JOHNSON & JOHNSON CONSUMER PRODUCTS INCORPORATED, Skillman, NJ **1991-1995**
Group Product Director, New Initiatives and Johnson's Baby Products

Developed strategic growth plan for the Johnson's franchise and managed P&L for leading baby toiletry line totaling \$175 million in annual sales. Significant experience direct marketing to hospitals, new moms and health care professionals

- Formulated and implemented strategic plan to position Johnson's as skincare brand to meet needs of individuals from cradle to grave; launched new lines that added annual sales of over \$50 million in first year
- Introduced Johnson's Winnie-the-Pooh Bathtime Buddies, achieving 186% of year-one sales goal
- Recommended and executed acquisition of Clean & Clear skin care business which served as Johnson's entry into young women's skin care; developed initiatives which grew business 54% in first two years
- Reversed five-year decline by growing the Johnson's Baby franchise 14% domestically over a two-year period despite major competitive launches from Procter & Gamble and Helene Curtis

PROCTER & GAMBLE, Richardson-Vicks Division, Shelton, CT **1982-1989**
Group Product Director, Oil of Olay (1987-1989)
Product Assistant through Senior Product Director positions (1982-1987)

Managed leading skin care line in the U.S., accounting for annual sales of \$125 million. Responsible for profit and loss, allocating an annual advertising budget of \$30 million and developing long-term brand strategies

- Grew business 32% in two years, reversing a four-year decline
- Developed new brand strategy, copy, media and promotion programs that resulted in first annual established business sales growth in six years during 1987/88 and 12% growth in 1988/89

EDUCATION

MBA Marketing with Honors, The Wharton School Graduate Division, University of Pennsylvania, Philadelphia, PA **1982**
BA Economics and Psychology with Highest Distinction and Magna Cum Laude; Phi Beta Kappa
University of Rochester, Rochester, NY **1980**