

Laura S. Rifkin

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Summary of Experience

Assistant Professor and senior marketing executive with extensive experience in strategy, market research, international marketing, direct marketing, advertising, sales, database marketing, public relations, consumer, and business to business across a wide range of industries including retail, financial services, consumer products, telecommunications, pharmaceutical, and travel.

Pace Lubin School of Business Doctoral Program –Currently enrolled in DPS program; research interests include CRM, Global Marketing, Customer Loyalty, and E-Marketing

Assistant Professor/Adjunct Professor at NJCU, Rutgers University, CUNY, Bergen Community College and NYU –Develop and teach courses in Marketing Research, Global Marketing, Customer Relationship Marketing, E-Marketing, Consumer Behavior, Introduction to Marketing, Retail Marketing, Business Statistics, Sales, and Small Business Management at both the graduate and undergraduate level; teaching online at CUNY

Marketing Executive – established and managed new division of Grey Direct, provided strategic direction, managed marketing programs for companies such as USAir, Chemical Bank, Citibank, AT&T, Geico, and Travelocity, led new business initiatives, designed, developed and implemented new products; responsible for P&L

Market Research Consultant/Executive – strategic analysis, new product development, customized segmentation, project management across industries, markets and applications; strong focus on pharmaceutical industry; oversaw projects for companies such as Pfizer, GlaxoSmithKlein, Schering Plough, Hoffman-La Roche, and Merck; designed, marketed and launched National Study of Customer Loyalty

Summary of Education and Credentials

Pace Lubin School of Business Doctoral Program – Currently enrolled

MBA, Wharton School of Business, University of PA

BS Lehigh University, Business and Economics

Frequent speaker/presenter at industry and executive conferences

Co-founder of DMA chapter in Puerto Rico

Chronological Experience

2008 – Present and 1999-2002

Adjunct Professor CUNY /Rutgers University/Bergen Community College/NYU

- Courses at graduate and undergraduate level include Global Marketing, Consumer Behavior, Market Research, E-Marketing, Retail Management, Business Statistics, Customer Relationship Marketing, Small Business Management and Introduction to Marketing
- Teaching experience in class and online
- Outstanding evaluations from students and administration
- Revised and update module on Research Design for MRII

2003 – 2008: Olitzky Whittle LLC

Consultant

Managed all aspects of qualitative and quantitative design and execution
Product experience includes work for numerous pharmaceutical companies in the following areas: Alzheimer's, epilepsy, cancer, cardiovascular disease, cholesterol, diabetes, migraine, osteoporosis, DPN, insomnia, alopecia, facial skin conditions, allergies, smoking cessation, arthritis, and HIV.

Wide range of study designs for both physicians and consumers including segmentation, modeling, prevalence, positioning, new product design, and message preference modeling. Instrumental in new research design techniques. Managed research projects in Europe, Japan, Mexico and Brazil

1995 – 2000: Harte-Hanks

Vice President Harte-Hanks Market Research

Designed and marketed The National Study of Customer Loyalty.

First syndicated study to look at customer loyalty across industries.

Study results cited in numerous national publications including: "American Demographics", "Direct Magazine", "DM News", and "Marketing tools" and presented at various national conferences for DMA, ARF and LIMRA.

Led joint venture to predict loyalty personalities based on external data.

Increased sales forecast by 100% with sponsors such as AT&T, Hallmark, American Airlines, Delta Airlines, USAir, and Toys R Us

Generated projects and led team in order to manage traditional market research and direct marketing projects in utilities, financial services, retail, and pharmaceuticals

Vice President Harte-Hanks Direct Marketing

Led project team to win redesign of ChemRewards program in order to improve program profitability

Combined market research and data analysis to demonstrate where and how the existing program was profitable and unprofitable

Designed new program to target consumers who were motivated by the rewards and redirect efforts to those who were not

1993-1995: Earle Palmer Brown Vice President – Account Director

Senior account responsibility for USAir, Geico, and new business

Oversaw all direct marketing responsibilities for USAir and Geico

Led special task force to assist USAir in converting from destination to relationship marketing

Involved in all new business development activities as member of senior executive team

1990-1993: Grey International**Vice President – Managing Director**

Founded Grey Direct in Puerto Rico. Responsible for all aspects of business start up including client acquisition, organizational design, account management, creative design, market research, production, database, and overall operations. Profit and loss responsibility. Member of senior executive committee

Generated new direct marketing client relationships with companies such as Coors Brewing Co, Proctor and Gamble, Puerto Rican Telephone Company, Bristol Myers, RJR, Sealand, and Banco Popular

Developed first comprehensive rewards program on the island coincident with Coors Brewing launch. Agency awarded business for promotions and public relations based on direct marketing presentation.

Exceeded revenue and profit goals by 500%

Co-founder of DMA San Juan Chapter

1989-1990: Citibank**Assistant Vice President**

Responsible for launching new health, disability and life insurance products through direct marketing. Beat previous results by 400%, through enhanced targeting and segmentation efforts

1982-1989: AT&T**Management Development Executive**

Rotated through a series of assignments within high potential executive program. Responsible for all advertising, direct, research and promotions for international consumer and business markets