

ALEXANDRA F. KUNISH, MBA, MPS

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EDUCATION

MASTER OF PROFESSIONAL STUDIES

COSMETICS & FRAGRANCE MARKETING & MANAGEMENT

The Fashion Institute of Technology

New York, New York

May 2012

Recipient of the Scholarship, Department Medal and the Victoria Secret Leadership Awards

MASTER OF BUSINESS ADMINISTRATION

MARKETING & GLOBAL BUSINESS

Rutgers University

Newark, New Jersey

May 2007

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

MARKETING & INTERNATIONAL BUSINESS

University of North Carolina

Chapel Hill, North Carolina

May 1999

ACADEMIC EXPERIENCE

RUTGERS BUSINESS SCHOOL- New Brunswick, New Jersey – January 2017- Present

Nationally recognized as one of the top business schools in the country, ranked #1 among public business schools in the Northeast US, Rutgers has over 8,000 students and offers business education including:

Accounting, Analytics, Entrepreneurship, Finance, Supply Chain, Marketing, Management, and Leadership.

ASSISTANT PROFESSOR OF PROFESSIONAL PRACTICE

- Teach Introduction to Marketing to over 500 Undergraduates per semester at both Newark & New Brunswick campuses, developing curriculum, selecting course materials, and developing engaging class lectures coupled with relevant & in-class group activities.
- Invite panel of guest speakers each semester and develop “Marketing IRL” speaker series to speak about career tracks in marketing to make the function come to life for students
- Teaching philosophy focuses on practical application of marketing concepts through real world examples from my career brought to life via in-class activities, discussion, guest speakers and group.
- Develop semester-long, marketing plan project which simulating real-world challenges faced by brand managers at leading CPG forms- new product development, market segmentation, competitive overview, development of Integrated Marketing

Communication, pro-forma financial statement development and executional plan development.

FACULTY CHAIRPERSON OF MARKETING DEPARTMENT INDUSTRY ADVISORY BOARD

- Facilitate meetings with Industry executives to foster discussion on how to best enhance and improve the in-class and experiential educational experiences for marketing students in all of RBS marketing programs.
- Develop agenda, capture meeting minutes, invite guest speakers when applicable to educate the Board on the key RBS issues
- Work behind the scenes to recruit new and retain current board members, to fill strategic marketing discipline white spaces
- Regular and on-going touchpoints current Board members to ensure that they feel connected to the Board and RBS. Communication with Board includes:
 - Regular emails broadcast with RBS news/rankings
 - Dissemination of Rutgers Business Review to Board to showcase RBS research & literature
 - Board member articles, conferences, books to remaining Board to foster sense of bonding & inclusion among Board
- Accomplishments to date include:
 - Development of new MSMAI and MSDM sub-committees to serve as mini-Boards for specialized Marketing Programs
 - Development and adoption of Board Mission Statement
 - Marketing Curriculum Overview & Modernization
 - Formalization of Marketing Internship Program
 - Speaker selection and management for RBS Marketing Summit 2020-2022
 - Addition of over 12 new Board members focusing on growing diversity of the Board
 - Management of the RBS Marketing LinkedIn Page with approved “R Marketing”
 - Development of Board Introductory deck to use in courting new Board members

PART TIME LECTURER

- Taught *Introduction to Marketing & Brand Management* courses to Undergraduates, developing curriculum, selecting course materials and developing engaging class lectures coupled with relevant & in-class group activities.
- Teaching philosophy focused on practical application of marketing concepts through real world examples via in-class activities, discussion, guest speakers and group projects.
- Developed semester-long, capstone project which simulating real-world challenges faced by brand managers at leading CPG forms- new product development, market segmentation, brand equity analysis, brand audits, development of Integrated Marketing Communication, pro-forma financial statement development and executional plan development.

MIDDLESEX COUNTY COLLEGE- Edison, New Jersey – September 2018

The mission of MCC is to provide access to a quality, affordable education for a diverse population, to support student success for lifelong learning, and to strengthen the economic, social and cultural life of the community.

INSTRUCTOR

- Taught *Introduction to Business* for students who declared to be Business Majors
- Developed curriculum, selecting course materials and developing engaging class lectures coupled with relevant & in-class group activities.

- Teaching philosophy focuses on practical application of marketing concepts through real world examples via in-class activities, discussion, guest speakers and group projects.
- Develop semester-long, business plan development project which simulating real-world challenges faced by business leaders, focused on business formation, development, identifying target consumers, location to start business, identification of legal, regulatory, financial issues of the new business and how to address, overcome and develop a successful business.

FASHION INSTITUTE OF TECHNOLOGY- New York, New York – August 2012- May 2014

The mission of MCC is to provide access to a quality, affordable education for a diverse population, to support student success for lifelong learning, and to strengthen the economic, social and cultural life of the community.

GUEST LECTURER

- Served as Guest Lecturer for the FIT Masters Cosmetics & Fragrance Marketing & Management Program
- Developed lectures for *Introduction to Finance* focused on topics like Present Value of Money, Mergers & Acquisitions, Licensing, Market Share and Anti-trust Analysis and White Space Evaluation as well as *Special Topics in Marketing* focused on the evolution Direct Selling model for the Beauty industry

CONSULTING EXPERIENCE

THE STANTON CONSULTING GROUP- Clinton, New Jersey – May 2017- Present

A boutique management consultancy bringing over 20 years of experience working with globally recognized brands to up-and-coming brands transforming them into category leaders, and brand that are beloved by consumers.

FOUNDER & MANAGING PARTNER

- Uncover growth opportunities for brands and work with key stakeholders to develop a *Transformative Brand Agenda*, with the goal of driving top line results, bottom line efficiencies, and making brands relevant to consumers, striking a chord with them emotionally, and forever bonding consumer and brand.
- Consulting services include, but are not limited to, strategic brand planning, marketing & communications, product development & pipeline planning, white space evaluation, target market segmentation, consumer experience/journey mapping, training, business development & strategic planning, licensing & M&A planning, implementation & execution.
- Success stories include:
 - Celebrity skincare and color cosmetics line launched in retail, online & infomercial channels as well as developing product assortment for first ever customer-owned ecommerce platform.
 - Development of ethnic hair care line focusing on black-owned & managed beauty brand
 - Exploration of rapid, saliva-based genetic testing for development of product-specific recommendations to take into consideration consumers' ethnic variances & genetic predispositions- focus on skincare & color cosmetics executions

PROFESSIONAL EXPERIENCE

PLAYBOY ENTERPRISES- New York, New York – July 2015- May 2017

An iconic men's magazine, known for a trailblazing and pioneering content, Playboy is now a global, lifestyle brand, present in categories ranging from apparel, accessories, designer collaborations, fragrances and beauty in over 180 countries.

DIRECTOR OF GLOBAL LICENSING

- Pioneered global licensing strategy to develop global, lifestyle brand positioning, evaluating relevant category adjacencies to grow consumer licensed products, focusing on apparel, accessories, footwear, bags, luggage, SLG's, swim, cold weather, fragrance & beauty and designer collaborations.
- Led, managed and negotiated all licensing deals for North America & Latin America, spearheading category expansion including apparel, outerwear & intimates, sunglasses, home, prints & collectibles & designer collaborations.
- Managed agent in Europe, Australia & New Zealand by providing strategic direction on brand-relevant lifestyle categories, and negotiating all deal terms (net sales targets, minimum guarantees, royalty rates, geographies).
- Led cross-functional team to fully support licensees including: Legal, Trademark, Product Design & Approvals, Ecommerce, Finance, Marketing, Content (Digital, Social Media, Magazine).

AVON PRODUCTS- New York, New York – June 2013- March 2015

One of the world's largest direct sellers, Avon is sold through more than 6 million Representatives, with a portfolio that includes: color cosmetics, skincare, hair care, fragrance, and fashion and home products, with sales of ~\$10Bn.

GLOBAL SENIOR BRAND MANAGER, ANEW SKINCARE

- Led cross-functional team in development of 3-year innovation calendar, establishing launch cadence based on new benefit areas and relevant skincare need states mined from quantitative & qualitative consumer research, trend forecasting, and competitive analysis. Partnered with Product Innovation, R&D, Packaging, Finance, Education, Creative, Market Research and Project Management.
- Led regional marketing teams in planning and development of new skincare launches with regionally relevant ingredients/technology, aligning on insights, claims and product concepts.
- Forecasted sales for all new launches focusing on P&L development and NPV analysis synthesizing financial inputs from all cross-functional teams to drive maximized top and bottom-line contribution to grow Avon's #2 brand (~\$650MM).

GLOBAL SENIOR BRAND MANAGER, PERSONAL CARE & HAIR CARE

- Led strategic planning and execution of restage for Avon Naturals, Avon's #3 brand (~\$500MM), leading cross-functional team on packaging update, product reformulation, fragrance development, and creative refresh, across 7 core categories including bath & shower, body care, home fragrance, hair care, kid's bath/shower and gifts.
- Created vision for transforming Naturals into Avon's first lifestyle 'megabrand' to reach \$1Bn (+20% 5-year CAGR) focusing on new category ideation and organic growth opportunities, implemented by subsequent team.

- Pioneered and launched *Brand Guidelines* and authored *Brand Manifesto* providing guidance and inspiration to all cross-functional partners and regional marketers providing commercial markets with activation assets (Creative, PR, Digital, Advertising, Sampling, Representative Training)

THE ESTEE LAUDER COMPANIES- New York, New York – 2012- 2013

A global leader in prestige beauty with \$11Bn in sales, Lauder's portfolio comprises over 30 brands in skin care, color cosmetics, fragrance and hair care.

GLOBAL MARKETING MANAGER, BUMBLE AND BUMBLE

- Managed new product development, including positioning, claims, pricing, forecasting, cost of goods; ensuring timely launches in salon & specialty channels, collaborating with Product Development, Bumble and bumble Salon Stylists, Education, Demanding Planning, Operations, Packaging and Finance.
- Initiated and led SKU rationalization analysis making recommendations to Senior Leadership on products to be discontinued, driving increased profitability within a growing portfolio.

JOHNSON & JOHNSON- Skillman, New Jersey – 2006 to 2012

Global healthcare company with \$74Bn in annual sales, led by consumer brands: Neutrogena, Lubriderm Band-Aid, Listerine, Tylenol, Zyrtec, Splenda, and Visine.

ASSOCIATE BRAND MANAGER, NEUTROGENA COSMETICS

- Developed and led strategic direction for all aspects of brand activation ranging from FSI's, Promotions, Advertising, Point of Sale Merchandising, Market Research to Dermatologist Detailing & Credentialing, focused on a platform of "good for you" color cosmetics.
- Led cross-functional including Supply Chain, Forecasting, Finance, R&D, Packaging, Creative, Merchandising, Digital and PR to ensure new and existing products were available for all retailer initiatives.
- Managed digital initiatives for the brand including refresh of the Neutrogena Cosmetics Gateway and Face, Lip and Eye landing pages to provide an educational and engaging experience for consumers, including development of Shade Finder, Celebrity Get the Look, and Application How-to Videos with Brand Ambassador.

SR. BUSINESS ANALYST, WORLDWIDE MERGERS & ACQUISITIONS

- Identified and assessed 300+ acquisition/licensing targets analyzing company financials, M&A history, product/brand portfolio and strategic fit with the J&J Consumer portfolio, providing proactive and actionable insights to Senior Leadership.
- Led competitive intelligence efforts for worldwide team by closely monitoring and analyzing the changing competitive landscape of beauty, personal care and OTC categories providing updates to Senior Leadership on emerging trends like: Naturals & Organics, Baby, Pet Care, Nutritionals, New Channels (Direct Selling & Spa), Co-Branding Opportunities.

THE SWATCH GROUP – Weehawken, New Jersey – 2004 to 2006

World's largest manufacturer of timepieces and watch movements in the world. The company reports \$10Bn in annual sales from brands like Swatch, Omega, Longines, Tissot, and Hamilton.

MARKETING MANAGER, LONGINES

- Developed and executed strategic and tactical marketing plans for brand re-launch in the US market, starting with consumer research on brand platform, positioning, relevant product assortment and celebrity ambassador.

- Signed and managed new brand ambassador for US market launch based on consumer findings, and led photo shoot, personal appearances, advertising and trade show participation to generate buzz for brand re-entry in US.
- Developed point of sale materials & sales promotions, led media planning, public relations, advertising initiatives and developed training for regional sales managers and national and regional key accounts.

VIVA INTERNATIONAL GROUP – Somerville, New Jersey – 1999 to 2004

World's fourth largest eyewear licensee with a brand portfolio consisting of Guess, Tommy Hilfiger, Escada, Ermenegildo Zegna, Gant, Etro, Furla, and Givenchy.

GLOBAL BUSINESS DEVELOPMENT MANAGER

- Created and implemented marketing and promotional plans through multi-tiered incentive programs for key accounts like Eyecare Centers of America & Kaiser Permanente, leading to double digit growth.
- Directed marketing activities including managing the marketing budgets, conducting sales meetings, launching new products, establishing / managing contacts with local trade and consumer publications, and executing advertising plans based on licensing agreements for Viva offices & distributors in The America's and Asia.

PRESENTATIONS

INNOVATION THROUGH DIVERSITY IN THE BEAUTY INDUSTRY: DIVERSITY & GLOBAL MARKETING

Presenter, Industry Capstone Presentation

FIT Cosmetics & Fragrance Marketing & Management Capstone 2012

New York, New York

June 2012

View full presentation: [Diversity & Global Marketing in the Beauty Industry](#)

SYMPOSIUM OF INNOVATION & DIVERSITY IN THE BEAUTY INDUSTRY

Panel Moderator

FIT Cosmetics & Fragrance Marketing & Management Capstone 2012

New York, New York

November 2012

THE IMPORTANCE OF INTERDISCIPLINARY EDUCATION SYMPOSIUM

Panel Moderator

FIT Cosmetics & Fragrance Marketing & Management Capstone 2012

New York, New York

April 2013

PROFESSIONAL MEMBERSHIPS

- Board Member of the Marketing Club of New York, 2022
- Member of the Cosmetics Executive Women, 2010- Present
- Fashion Group International & 2014 Rising Star Nominee, 2010- Present

- Member of Licensing International, 2015- Present
- Board Member, Treasurer, Secretary of the FIT Alumni Association, 2012-2016
- Member, Business Advisory Board Warren County College