

Danielle C. Jenkins

Assistant Professor of Professional Practice

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PROFESSIONAL EXPERIENCE

RUTGERS UNIVERSITY, School of Business, New Brunswick/Newark, NJ
Assistant Professor of Professional Practice, Management and Global Business 2021 - present

- Courses: Business Policy and Strategy, Introduction to Management, Management Skills

Part Time Lecturer, Management and Global Business 2020 - 2021

- Courses: International Business, Strategic Management

MC SQUARED FUNDS, LLC 2020 - present

Managing Partner, Management and Strategy Consulting

GOURNAY CONSULTING

Vice President, Strategy and Development, New Hope, PA 2020 - 2021

- Led client management, consulting strategy and delivery solutions to optimize, communicate, and execute optimized digital content across technical platforms and retailer portals.
- Developed and implemented organizational strategy, capabilities, and client engagements to deliver +600% growth.

JOHNSON & JOHNSON

Senior Director, Global Commercial Strategy, New Brunswick, NJ 2018 - 2019

- Designed a differentiated global commercial leadership approach to deliver sales, margin, and market share goals for the \$14B worldwide consumer portfolio.
- Directed a geographically dispersed team of cross-functional leaders across the globe to execute the strategic plan.

Senior Director, Global Customer Development, Maidenhead, United Kingdom 2015 - 2018

- Executed negotiations and strategic joint business planning to deliver profitable, sustainable growth for A.S. Watson relationship in 21 markets across Asia and Europe.

Positions of Increasing Responsibility, Skillman, NJ - Fort Washington, PA - Los Angeles, CA 1995 - 2015

Category Management, Customer and Shopper Marketing, Business Development, Franchise Development, Third Party/Contract Management, Customer Service, Project Management

- Developed and implemented a multiyear strategy to accelerate growth and adapt business models for grocery channel (\$1B).
- Uncovered insight-based opportunities, developed strategies, aligned stakeholders, and navigated heavily matrixed organizations to implement plans and deliver growth across businesses of varying size, scope, health, and geographies.
- Owned talent management including competency assessment, organizational design, training curriculum, calibration, succession planning systems, and corresponding change management resulting in a 25%+ increase in employee engagement.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Inspiring Inquiry and Preparing Lifelong Learners certification - Association of College and University Educators (ACUE)
- International Development Coursework, Princeton University, Princeton, NJ
- Instructional Design Coursework, University of Maryland
- Advanced Retail Strategy Program, University of California, Los Angeles, CA
- Executive Education Leadership Consortium, Smith College, Northampton, MA
- Master of Business Administration, Finance / Marketing Concentrations, Pepperdine University, Malibu, CA
- Bachelor of Science (BS), Logistics, Minor: French, The Pennsylvania State University, University Park, PA

SELECT SERVICE EXPERIENCE

- Fall 2022, Bristol Myers Squibb Hackathon
- Spring 2023, Rutgers Summer Service Internship Student Selection Committee
- Spring 2023, Phi Chi Theta Panelist