

Stewart Krentzman
315 Forester Way
Park Ridge, NJ 07656
201 410 7667

Personal Objective: To Give Back

EXPERIENCE

Survival+ for Schools, Inc. Park Ridge, NJ **October 2023 – Present**
Founder

A not-for-profit organization committed to saving lives in the face of school violence.

New Jersey Friends of Memorial Sloan Kettering New York **November 2017 - Present**
Co-Founder

Entered into an agreement with Memorial Sloan Kettering Cancer Center to personally fund this organization to raise money to be used exclusively for projects at their New Jersey outpatient facilities in Basking Ridge, Middletown, and Montvale to benefit the residents of New Jersey.

TheBBQCleaner, LLC, Hackensack, NJ **April 2009 – Present**
President

A company offering home-based BBQ grill cleaning business opportunities. 284 locations established across the United States & Canada.

Stern School of Business **October 2004 – Present**
New York University, New York, New York
Adjunct Professor
Adjunct Associate Professor
Adjunct Assistant Professor
Adjunct Instructor

Teach MBA candidates Marketing Planning and Strategy Courses in the Executive, Full-time time, and Part-time programs since 2014. Co-teach Social Media and Mobile Technology in the Executive MBA Program in New York and Washington, DC.

Oki Data Americas, Inc., Mt Laurel, NJ **February 1997-April 2010**
\$400M+ imaging hardware and solutions manufacturer.

President and Chief Executive Officer **2003 -2010**
Full P&L responsibility for 1200 employee operations of North, Central, and South America. Responsibilities included sales, marketing, customer service, distribution, operations, engineering, accounting, purchasing, and human resources. Non-resident Board Member of Oki Data Corporation. Reported to CEO of Oki Data Corporation, Tokyo, Japan.

Transformed the company, reliant on its \$255M dot matrix printer and \$40M fax business, to a diversified, solution-based imaging company with over \$425M in revenue.

Executive Vice President & Chief Operating Officer **2001-2003**
Senior Vice President-Sales and Marketing **2000-2001**

Senior Vice President-Marketing
Vice President and General Manager-Inkjet Printers

1998-2000
1997

Unilever USA, Inc., Englewood Cliffs, NJ
\$50B+ Worldwide consumer package goods manufacturer

June 1973-February 1997

Full P&L responsibilities for flagship brand Lipton Tea®, Wish-Bone Salad Dressing®, Sunkist® and licensed Fruit Snacks, Knox Gelatin® and Wyler's Drink Mixes®. Responsible for the development and execution of 3 Year Long Term Business Plan. Managed all marketing activities, including \$150M annual advertising, trade, and consumer promotion budgets. Responsible for new product development and introduction. Managed business forecasting cycles and manufacturing planning.

Successfully defended the \$600M Lipton Tea brand against Snapple® and Tetley® utilizing various flanking strategies. Re-established \$120M Wish-Bone Salad Dressing to the #2 market position. Responsible for packaging Knox Gelatin and Wyler's Drink Mix successful divestitures. Instrumental in creating the \$400M Children's Fruit Snack Category. Developed the regional and national sales launch strategy for Equal®.

- **Director of Brand Management, Lipton Teas** **1991-1997**
- **Director of Brand Management, Condiments and Snacks** **1989-1991**
- **Director of Brand Management, Wyler's Drink Mixes** **1987-1989**
- **Assoc. Director of Brand Management, Fruit Snacks** **1986-1987**
- **Director of Sales Administration** **1983-1985**
Placed on loan to GD Searle to launch Equal, the sugar substitute
- **Various Marketing and Sales Executive positions** **1973-1983**

EDUCATION

- **New School for Social Research** - Masters of Arts **1977**
- **Fairleigh Dickinson University** - Bachelor of Arts **1973**

OUTSIDE BOARDS

- **Board of Trustees**- Fairleigh Dickinson University **2008-Present**
Member of the Executive Committee and the Finance and Audit Committee
- **Board of Directors**-New Taste Dimensions Foods **1998-Present**
- **Business-Higher Education Forum** - Washington, DC **2009-2010**
An organization of Fortune 500 CEOs, prominent college and university presidents, and foundation leaders working to advance innovative solutions for our nation's educational challenges.

RECOGNITION AWARDS

- Top 100 Most Influential People in Technology - 2009
- Maimonides Hospital Honoree of the Year for work in combating breast cancer - 2010
- HBO / Octoberwomen Honoree of the Year for work in combating breast cancer - 2008
- NJ State Legislature Commendation for work in raising money to combat breast cancer - 2008
- 4 Unilever President's Marketing Awards for the launch of Equal, fruit snacks, and the defense of Lipton tea against Tetley Round teabags.