

JONATHAN E. BRILL, PH.D.

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PROFESSIONAL EDUCATOR AND SAT/ACT TUTOR

TEACHING CERTIFICATION – MIDDLE & HIGH SCHOOL MATH, Massachusetts Dept. of Education Lic. #387011

- Instructor for The Wise Old Tutor, Mathnasium, HeyTutor, StudyPoint, & Sylvan In-Home (2019 to present)
- Math teacher at Foxborough Regional Charter School in Foxboro, Massachusetts (2003 to 2004)
- Experienced teaching elementary school math, pre-algebra, algebra, geometry, trigonometry, pre-calculus, calculus
- Developed the TMS Learning Lab™, the world's first automated web-based adaptive teaching application designed to help high school students successfully pass high-stakes state examinations required for high school graduation. TMS Learning Lab™ app endorsed in 2003 by the National Board on Educational Testing & Public Policy.
 - Math content – Algebra, Geometry & Trigonometry, Probability & Statistics, and Number Sense & Logic
 - Language Arts content – Writing & Poetry, Grammar/Syntax, Vocabulary, and Reading Comprehension

MARKETING SCIENCE PROFESSIONAL with a Ph.D. in Marketing and 25 years management experience in:

- Statistical Modeling
- Customer Analytics
- Call Center Management
- Survey Research
- Strategic Planning
- Project Management
- Budgeting
- Branding & Positioning
- Qualitative Research
- International Research
- Usability Engineering
- Sampling & Research Design

Selected past employment:

- Caterpillar Inc. (heavy equipment) – Corporate Director, Worldwide Marketing Research & Customer Analytics
- State Street Corporation (global custody banking) – Corporate Vice President, Market & Business Intelligence
- United Business Media Ltd. (Internet content & services) – V.P. & Director, Product Strategy & Research
- Satyam Computer Services Ltd. (research consulting) – COO, Research & Consulting Operations
- Test Mastery Systems Inc. (automated web-based tutoring) – Founder & Chief Content Officer

COLLEGE/UNIVERSITY TEACHING EXPERIENCE – classroom & online – undergraduate & graduate levels:

- Marketing Management
- Marketing Research
- Advertising
- Consumer Behavior
- Skilled in using the Canvas and Blackboard web-based instructional environments

PUBLICATION RECORD:

- Author or co-author of several articles in peer review scientific/academic journals
- Author of 7 invited essays appearing in *Encyclopedia of Survey Research Methods* (Sage Publications)
- Presented competitive (peer review) papers, posters, & symposium talks at numerous scientific conferences

EDUCATION

Ph.D., Marketing (Consumer Behavior track; Group/Social Dynamics minor) – Fox School of Business, Temple University
Dissertation Title: *Interpersonal Interaction Styles of Adult Retail Shoppers: A Social Aging Perspective*

M.S., Marketing Research concentration – Fox School of Business, Temple University
Thesis Title: *Toward a Social Exchange Theory of Mail Survey Response*

B.S. Economics -- The Wharton School, University of Pennsylvania

COLLEGE/UNIVERSITY TEACHING EXPERIENCE

Rider University, Lawrenceville, New Jersey, 2019 to present
Adjunct Professor of Marketing, Norm Brodsky College of Business

Georgian Court University, Lakewood, New Jersey, 2017 to present
Lecturer in Marketing, School of Business & Digital Media

DeVry University, Keller Graduate School of Business, (online), 2014 & 2015
Visiting Professor of Marketing

Notre Dame College of Ohio, South Euclid, Ohio, 1994
Adjunct Professor, Marketing

Cleveland State University, Cleveland, Ohio, 1994
Adjunct Professor, Psychology

John Carroll University, University Heights, Ohio, 1993
Adjunct Professor, Marketing

Temple University, Philadelphia, Pennsylvania, 1989 & 1990
Instructor, Marketing