



PROFESSOR **Robert**



M. Donnelly

AUTHOR, EDUCATOR, AND BRAND BUILDER



Professor Donnelly is an author, educator, and brand builder for businesses and individuals.

Robert M. Donnelly is an academic entrepreneur, marketing expert, and coach to executives and individuals. He is a seasoned senior executive with 20+ years of teaching experience in graduate and undergraduate business programs.

He is an Entrepreneur-in-Residence with Stevens Venture Center and has taught at Stevens Master of Science Business Programs. Professor Donnelly has started and sold several businesses and is involved in a variety of new ventures. He is involved with Steven's new Center for Artificial Intelligence and has worked with faculty member mentors and students on AI applications for a disruptive new technology in the wastewater industry.

Previous Corporate Executive Management Positions with



Corporate Background & Experience

Mr. Donnelly's previous corporate management experience was with IBM, Pfizer and Exxon. He then acted as CEO of U.S. subsidiaries of several foreign, multinational technology firms and continues to provide strategic advisory and corporate executive expertise to multiple organizations.



Corporate Experience

Consultancy

Senior partner in international consulting firm

CEO

- U.S. subsidiary Dutch Multinational Company
- U.S. Subsidiary Israeli Multinational Company
- U.S. Subsidiary Indian Multinational Company

Interim Executive

Functions as either CEO, COO, CMO, CFO

- CSuite - 3 Fortune 100 Companies
- CFO - Operating unit of Exxon
- CEO - of 3 US Subsidiaries of foreign multinational companies

Brought an unknown foreign brand to market in the U.S. and built it into the market leader and positioned the brand for sale to a Fortune 100 Corporation.



Academic Experience

Developer and Professor of an online MBA program in entrepreneurship and branding for an online university. Professor Donnelly has worked with thousands of students through these programs.

Entrepreneur-in-Residence

Stevens Venture Center
Stevens Institute of Technology

Executive-in-Residence

Rothman Institute
Fairleigh Dickenson University

Entrepreneur-in-Residence

Ignite institute
Saint Peters University

Venture mentor

TechLaunch LLC
Tech Startup Venture

Venture mentor

NYU Stearns Center for Entrepreneurial Studies
Stern School of Business

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M. Donnelly



Developed seminars:

"How to Develop a Winning Business Plan"
and "Niche Marketing"



Worked with
45
Companies

Chief Executive magazine

 **Editor - The Entrepreneurial CEO**
column for 10+ Years



Taught over
3000
Students

Inc.

Developed seminar for Inc. Magazine:
"Business Planning for Growing Firms"



Written
4
Books



Featured for his work with the Inc. 500



Written more than
300
Articles & Columns



Published Book Author

- Guidebook to Planning
A Common Sense Approach
- Personal Brand Planning for Life
- The Definitive Guide to Brand Building
- How to Create and Grow Brand Equity
- The Plan-for-Planning 5 Step Process
for Building a Winning Business Plan



YouTube Videos



What are You Doing
with Your Life



You Brand YOU



How to Develop a
Personal Brand



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