

Eugene Cautillo

A multifaceted individual with strong leadership skills and a proven track-record of developing others through excellent communication seeks a tenured track teaching position which leverages both a strong academic and professional background.

Education

Doctorate Professional Studies (D.P.S.): Pace University; New York, N.Y., 2018

Marketing & International Business

Master of Business Administration (M.B.A.): Fairleigh Dickinson University; Madison, N.J., 1998

Marketing

Bachelor of Science (B.S.): Susquehanna University, P.A., 1990

Marketing & Human Resource Management

Industry development:

FINRA Registrations Registered Securities Principal, Securities Representative, and Municipal Bond Principal (Series 7, 24, 6, 26, 63, 53)

Justice Equity Diversity Inclusion (JEDI), Master Certification (2022)

Dissertation Research

Title: *A Study of Individual Retirement Account (IRA) Disclosures Framing Effects on Investor Purchase Decisions*

Summary: Different framing theories are compared, as well as a review of retirement risks. Analyzed how disclosure information contained within Individual Retirement Account (IRA) advertisements can impact risk perception, the sales process, and ultimately an investor’s decision to purchase.

Committee: Dr. Mary Long (Chair, Pace University), Dr. Pradeep Gopalakrishna (Pace University), Dr. Canan Corus (Pace University), Dr. John Donnellan (New Jersey City University), Dr. Joe Foy (SUNY Old Westbury College)

Doctoral Coursework

Management & Organizational Research
Marketing Seminar
Seminar Economics & Finance
Global Marketing Strategy
Customer Intelligence
International Business Seminar

Business Research
Consumer & Organizational Buying Behavior
Data Analysis
Research Design and Measurement
Global Business Strategy & Operations
Change Management Seminar

Teaching Interests

Areas of interest include topics crossing over into both academia and business. Past business experience includes risk management, compliance, support for retail sales channels, oversight of data analytics department, training, and development and implementation of strategy to address department needs.

Teaching Experience

Experience at both the graduate and undergraduate levels and includes classroom, online, asynchronous, and synchronous.

New Jersey City University, Assistant Professor Management and Marketing (current)- *Ethics & Corporate Social Responsibility; Behavior Issues and Ethics Management Principles of Marketing, Consumer Behavior*

New Jersey City University Adjunct (2024-2025)- *Ethics & Corporate Social Responsibility*

Susquehanna University, Visiting Professor (2023-2025)- *Business Policy and Strategy Capstone, Human Resource Management, Principles of Management, Consultant Overview Program*

Pace University Adjunct (2017-2023) - *Principles of Marketing; Consumer Behavior; Customer Relationship Management*

Centenary University Adjunct (2023) - *Advertising Management Capstone; Integrated Marketing Communication Capstone*

Exceptional evaluation and review scores highlight areas of encouragement of student participation, recommendation of professor to another student, and feedback provided by the professor for student improvement.

Specific student feedback:

- *"It was a very interactive class and sparked a lot of discussions. It was great to see how it related to real world examples in the present day."*
- *"Solid, laid-back, knowledgeable and adept in the arts of teaching."*
- *"I liked his teaching style in that he made you think out the answer. His approach was very wise in that he did not just dish out the information but encouraged the students to examine the facts and come out with a conclusion."*
- *"Very knowledgeable about the industry as a whole and always did a good job at applying "real world" examples.... was able to apply directly to the learnings of my job. He was very engaging and made me look forward to class."*
- *"I really appreciated the course format...felt more conversational in the way it was structured which I really appreciated. The professor created an environment that encouraged dialogue."*

Student Advisor

Susquehanna University (2024-2025) – Advised approximately 30 students each semester on course selection, academic planning, and graduation requirements within the school of business.

Achievements

“Policy Bowl” (2023-2025) – Led the development and implementation of a strategy competition focusing on the semester long competitive analysis of a domestic and foreign based company. Advisees consistently won the competition (and swept all places) since inception.

Providence College Michael Smith Business Case Ethics Competition (2025) – Advisor to team of Susquehanna University students in international case competition where students placed 1st against significantly larger Division 1 schools.

Stetson University Templeton Business Case Ethics Competition (2025) – Advisor to team of Susquehanna University Students in case competition; students placed 1st in their division and placed in overall competition.

Research Interests

Consumer Behavior and Financial Services

Non-profit and Fundraising

Decision Making Theory

Ethics

Management Theory

Financial Literacy

Publications

Cautillo, G, Long, M. (2022) IRA Disclosure Framing Effect on Disclosure Purchase Decisions. *Atlantic Marketing Journal*

Rousu, M, Cautillo G (2024) Game Theory, Economics, and Economic Lessons from HBO’s Succession, *Journal of Economics*

Conference Papers and Presentations

The World at a Crossroads, Fulbright Conference:

Cautillo, G., Donnellan, J. & Joshi, M. “Using AI to Overcome Obstacles in Financial Literacy – Myths and Realities” Wahington, DC October 25-26, 2024.

International Business and Education Conference, Clute Institute:

Cautillo, Gene and Fink, Ilene “Corporate Social Responsibility Employee Ethics Training and Its Impact on Employee Company Perceptions” London, UK June 7-11, 2015.

Research in Progress and Target Publications

Cautillo, G., Donnellan, J., & Joshi M. (2024) “Enhancing College Students’ Success Through AI and Financial Literacy Education” *Journal of Financial Council and Planning* (under publication review)

Cautillo. G., Rezach, K. (2025) “Ethics: Get Them While They’re Young....” *Journal of Business Ethics*

Cautillo, G. “Perceptions Related to the Treatment of Fatty Liver Disease and Alcohol” *Journal of Medical Marketing*

Academic Leadership Roles and Committees

Graduate Studies Committee (current, New Jersey City University) – Chair of the graduate school committee for the university senate, focusing on curriculum and policy.

Business Research Committee (current, New Jersey City University) – Chair of committee for business school, focusing on showcasing academic research by faculty.

We Can't Talk About That at Work (2025, Susquehanna University) – Led group sessions on addressing difficult topics at the workplace.

Assessment and Curriculum Committee (2024, Susquehanna University) – Ongoing review of business school requirements and needs.

Student Consulting Program (2024, 2025 Susquehanna University) – Developed and led program to introduce students to the consulting profession; integrated business partners from Deloitte, E&Y, and McKinsey.

Professional Standards Working Group (2024, Susquehanna University) - Led group of instructors in the development of student standards for the business school for both in and out of the classroom. Artificial Intelligence Steering Committee (2024, Susquehanna University) – Review risks associated with university policies related to users, data protection, and ethical concerns.

Prudential Student Professional Field Visit (2024) – Organized group of 35 students to meet with Prudential employees in NJ Corp Office to network and review different industry careers.

American Express Student Professional Field Visit (2024) – Organized group of 30 students to meet with American Express employees in NY Corp Office to network and review different industry careers.

Technology Risk Assessment Working Group (2024, Susquehanna University) – Focus on addressing key risks associated with University technology issues.

Library Committee (2023, Susquehanna University) – Identified and drove key publications for use in business school.

Academic and Student Presentations

“Utilizing Pop Culture and Video (vs Chalk and Talk) to Learn” – Professional Development Conference (NJCU, 2025)

“Ethics – Start them Sooner Than Later” – (Susquehanna University, 2023)

“High School Sales Competition” – Judge (Susquehanna University, 2023)

“Global Perspectives Presentation Day” – Judge (Susquehanna University, 2022)

“Harnessing the Power of Persuasion and Selling Yourself” – (Pace University, Graduate Marketing Society, 2021)

Ethics Bowl - Judge (Kent Place School, Regional Challenge, 2020, 2023)

Financial Literacy and Concepts – (Covenant House, Newark NJ Facility, 2014-2017) Team

Building to Improve Your Organization – (Susquehanna University, 2014)

Professional Conference Presentations

Words Matter Campaign (Women's Leadership Network & Pride Alliance, 2022)

Navigating COVID 19 – Workplace Compliance (Guardian and ADP Webinar for Small Businesses, 2021)

Innovative Compliance Talent – Are You Ready for The Future? (Life Insurance and Marketing Research Association “LIMRA”, Regulatory Compliance Exchange, 2017)

“Let’s Play a Game – Compliance Risk Assessments” (Compliance & Ethics Forum for Life Insurance “CEFLI”, 2016)

“Family Feud – Compliance Trivia” (Prudential, 2016)

Compliance Metrics – Monitoring Operations and Measuring Compliance Effectiveness (Compliance & Ethics Forum for Life Insurance “CEFLI”, 2014)

Utilizing Metrics to Improve Your Business - Conference Presentation and Podcast (Life Insurance Marketing and Research Association “LIMRA”, 2012)

Relevant Professional Instructional Design and Delivery Experience

- Design and delivery of training sessions on topics such as self-development, company policy, and personnel issues.
 - Design policy and training groups in a classroom setting on the following: social media and internet, Foreign Corrupt Policies Act (FCPA), and Gifts and Entertainment (G&E).
 - Execute an extensive complaint education strategy on a company-wide basis (50,000 employees).
 - Develop and deliver sessions to numerous youth groups on financial matters, including stock market education and banking.
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Leadership Roles and Community Involvement

New Jersey City University, Senate Graduate Representative (2025)

Montclair State University Mentoring Program (2021 to present)

New Jersey City University, Management Advisory Board Member (2021 to present)

American Liver Foundation, National Executive Board Member and NY Division Board Lead (2011 to 2025)

American Liver Foundation, Chairperson New Jersey Liver Life Walk (2012-2025)

Women’s Leadership Network, Guardian Executive Committee (2021 to 2023)

Prudential, Chairperson Law and Compliance Volunteerism Committee (2014-2017)

Susquehanna University, Phi Mu Delta Housing and Advisory Alumni Board President (2015-2018; current Board member)

Honors and Awards

New Jersey Liver Life Walk, Top Fundraiser Award (2022-2025)

Senior Champion Award, Susquehanna University (2024)

American Liver Foundation Outstanding Service Award (2016)

National Phi Mu Delta Outstanding Alumni Service Award (2015)

American Liver Foundation “Rookie of the Year” Award (2009)

President’s Award, Prudential (2001)

Professional Experience

“CAUTILLO CONSULTING SERVICES” (2025 - current)

Consultant Lead

Manage consulting engagements focusing on advancing multiple non-profit businesses in the areas of staffing, risk management, technology, and operations.

GUARDIAN INSURANCE COMPANY, 2017 to 2023

Corporate Compliance, 2nd Vice President

Responsibilities include leading multiple teams (total staff of 70+) in a center of excellence model to address various compliance programs including advertising review, compliance risk assessments, compliance metrics and analytics, regulatory filings, records management, policies, and complaints.

PRUDENTIAL INSURANCE COMPANY OF AMERICA, 1990-2017

Corporate Compliance, Vice President, 2011-2017

Responsibilities included leading two teams to address compliance risk assessment and metric programs. Co-lead on two significant compliance initiatives related to Federal Reserve Board readiness program. Developed and executed an analytics program leveraging data from source systems throughout the enterprise; focus was to identify and escalate risk related trends to senior leadership and board.

Insurance Division Compliance, Vice President, 2010-2011

Responsibilities included oversight of the implementation of initiatives to address various regulatory issues across multiple business lines throughout the domestic retail businesses. Areas of focus included insurance, annuities, brokerage platforms, and mutual funds. Analyzed risks and developed policies associated with social media use for both registered and non-registered employees.

Real Estate and Relocation Division (Scottsdale, AZ) Vice President, 2009-2010

Responsibilities included addressing real estate and relocation compliance issues for over 1,000 home office and sales associates within the domestic and international divisions. Provided consultation, in addition to the development and delivery of training programs on compliance issues such as gifts and entertainment, anti-money laundering, and anti-bribery laws.

Insurance Division Compliance, Vice President, 2004-2009

Responsibilities included oversight of all functions associated with the application and implementation of regulatory requirements and regulations across multiple businesses and product lines for a retail sales distribution platform.

Pruco Securities Operations, Director, 2000-2004

Responsibilities included oversight of securities order entry desk and staff associated with functions as the supervising registered principal of operations to support large retail sales force. Also accountable for the Communications & Marketing Team which developed and coordinated the release of marketing materials and internal communications.

Agency Distribution, Account Director, 1999-2000

Oversaw relationships with mutual fund, annuity, and retail distributors for initiatives that affect the sales force, with an emphasis on reducing potential disruptions. Developed extensive measurement plans to assess success level of project and product launches, monitor risks, and review potential compliance violations. In collaboration with the business partners, prepared prototype and implemented a mobile working environment for sales force.

Management Internal Control, Director, 1997-1999

Responsible for leading team of Project Managers to develop and implement action plans focused on the improvement of company-wide complaint management procedures. Developed and implemented a complaint education strategy for the sales force and operational areas.

Product Tax Compliance, Tax Manager, 1995-1997

Responsible for development and supervision of the implementation of a company-wide tax communication strategy with a staff of tax professionals. Included development of communications, and computer-based training, and classroom training for over 12,000 members of sales force/home office employees. Designed and facilitated educational sessions on tax compliance issues based on results of ongoing assessments.

Compliance, Compliance Supervisor, 1994-1995

Responsible for control and analysis of advertisements, sales and training materials for the sales force to ensure compliance with regulatory obligations in relation to variable life, annuity, and mutual fund products.

Agency Distribution, Assistant Field Service Personnel Consultant, 1992-1994

Responsible for the analysis of personnel data, including turnover trends, staffing variances and compensation data, as well as addressing training needs related to various policies and procedures. Identified staffing needs then developed and delivered formal training based on assessments. Identified staffing needs/trending resulting from a retirement package and significant staff reduction.

Human Resources Compliance, Acceptance Tester, 1990-1992

Responsible for acceptance testing the rollout of new Human Resources system which addressed payroll needs, job grading, training, and maintaining other critical employee profile information.