

ERIC SCHULZ

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PROFESSIONAL EXPERIENCE

Utah State University, Logan, UT

July 2011 to Present

Utah State University is a public research, land-grant institution. Founded in 1888, the university has eight colleges, serving 14,000 students on-campus as well as an additional 15,000 students through 20 distance education centers throughout the state of Utah.

SENIOR LECTURER / EXECUTIVE-IN-RESIDENCE

Full-time faculty member of the Management Department of the Jon M. Huntsman School of Business,

- Teaching:** Teach undergraduate Marketing Fundamentals; MBA Marketing Strategy; Sports Management and Strategic Advertising courses
- **Textbooks:** Wrote “The Smart Marketer’s Toolbox”, published August, 2012; Createspace Media; “The Marketing Game: How The World’s Best Companies Play to Win”, Sept. 1998, Adams Media.
- **Faculty Advisor, Huntsman Marketing Association:** Develop career – skill-building opportunities for passionate marketing students to compete against themselves and other major colleges across the USA.

Utah Jazz Basketball Investors, LLC, Salt Lake City, UT

May 2005 to October 2010

Privately held sports & entertainment company comprised of the Utah Jazz (NBA), Salt Lake Bees baseball club (Triple A), Miller Motorsports Park, KJZZ-14 television station, 1320 KFAN sports-talk radio, FANZZ sports apparel chain, and Megaplex Theatre chain.

VICE PRESIDENT, MARKETING

Key member of the management team, responsible for the successful marketing of all the properties within the Sports & Entertainment Group. Managed a team of five direct reports and a \$2.6 million budget, covering all aspects of the marketing function: strategic planning, brand positioning, advertising, online marketing, websites, social media, consumer promotions, market research, creative services, budgets, digital media, outside vendors and agencies, measurement and reporting metrics.

- **Effective Use of Social Media:** To facilitate a better interactive online experience for fans, developed the NBA’s first integrated social media portal, utahjazz360.com, which congregates Facebook, Twitter, YouTube, Flickr, blogs, and message boards into a single website. The site is averaging 2 million visitors per month.
- **Growth Through Innovation:** To increase Jazz single game ticket revenue, initiated the sports industries first full-scale single game variable pricing initiative — a replica of the airline ticket pricing model for sports tickets — managing inventory by adjusting game ticket prices daily based on availability, demand, opponent and day of the week. To date, revenues are up +15% for the 2010-11 season.
- **Growing Sales:** To grow the Jazz season ticket base, developed a new best-practices benefits package and arena pricing strategy that increased season seats from 6,700 to 15,400, lifting overall gate revenues from \$27 million to \$43 million and selling out 78 of 84 home games from 2007-09.

ERIC D. SCHULZ

The University of Utah, Salt Lake City, UT (Part-time)

January 2003 to August 2011

The University of Utah is a public, coeducational research institution. Established in 1850, it is the state's oldest institution of higher education, serving 21,500 undergraduates and 6,500 graduate students. The 2010 Financial Times rankings of business schools ranked the David Eccles School of Business No.38 in the United States, and No. 88 among the world's top MBA programs.

MBA—PROFESSOR, BRAND MANAGEMENT AND PRODUCT MARKETING

The only part-time staff professor in the marketing department, teaching Brand Management / Product Marketing to over 500 second-year MBA students in the past eight years.

- **Highly Effective Teacher:** Consistently ranked as the top MBA professor in the business school by student evaluations, earning an overall score of 5.76 on a 6.0 scale for overall teaching effectiveness.

Consultant/ Professor / Business Owner, Salt Lake City, UT

September 2001 to April 2005

Self-employed consultant specializing in developing marketing plans, promotion plans, and product innovations for clients that included Ford Motor Company, Kraft Foods, Unilever, Ebay, Minute Maid, Pepsi, and others. During this period, I also taught brand management classes at the Marriott School of Business at Brigham Young University and the David Eccles School of Business at The University of Utah. I also assisted my wife in developing and opening a preschool which grew into the largest preschool in Utah with over 150 children enrolled, with annual revenues of \$185,000.

XFL Football League, Stamford, CT

November 1999 to August 2001

The XFL Football League was an attempt by the National Broadcast Company (NBC), in partnership with World Wrestling Entertainment founder Vince McMahon, to create an NFL-caliber professional football league to compete in the Spring immediately following the conclusion of the NFL season. The league was a 50-50 partnership between NBC and McMahon.

VICE PRESIDENT, MARKETING

As one of the top three executives at the League office, managed a \$12 million marketing budget and a staff of 5 direct reports. Responsible for all marketing functions: strategic planning, marketing communications, direct mail, advertising, consumer promotions, market research, creative services, budgets, measurement and reporting metrics. Worked collaboratively with other departments to ensure consistent messaging across all channels.

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Special Olympics, International, Washington, D.C.

December 1997 to November 1999

Founded in 1962 by Eunice Kennedy-Shriver, the mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. Special Olympics operates in 182 countries, serving over one million people with intellectual disabilities.

DIRECTOR, CORPORATE PARTNERSHIPS

When at The Coca-Cola Company, I developed strong personal relationships with members of the Shriver family and an appreciation for the work being done by Special Olympics in the community. I agreed to join the Special Olympics management team for two years in order to develop a group within the organization to grow, manage and develop corporate partnerships.

- **Staff Development:** To create a corporate partnership team, recruited, trained, developed, and retained a high quality, diverse group, which effectively managed \$40 million in global / national sponsor partnerships.

- **Grew Revenues Through Cause Marketing:** To raise money, developed cause-marketing programs with 23 CPG brands to donate a portion of product sales to Special Olympics, earning \$4 million in new dollars.

Feld Entertainment, Vienna, VA

March 1997 to November 1997

Feld Entertainment is the world's largest purveyor of live family entertainment. Twenty-five million people attend Feld Entertainment productions each year. Products include Ringling Bros. and Barnum & Bailey Circus, Disney On Ice, Siegfried & Roy at the Mirage, and Broadway productions.

VICE PRESIDENT, MARKETING

As a member of the senior management team, oversaw the marketing communications group, a division with seventy people including Brand Marketing, Creative Services, Print Production, Licensing, Direct Mail, Promotions and Sponsorship. Managed eight direct reports.

- **Revitalized A Dying Brand:** Stopped a 10 year attendance decline at the circus, and actually grew attendance by 50% through the repositioning of the brand and developing a new advertising campaign: "No childhood would be complete, without a ringside seat, to the *Greatest Show on Earth.*"

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The Coca-Cola Company, Atlanta, GA

July 1994 to February 1997

The Coca-Cola Company was organized in 1892. It is the largest manufacturer, distributor and marketer of soft drink concentrates and syrups in the world. It is also the world's largest marketer of juice and juice-drink products. Its beverages own a 47% market share globally.

DIRECTOR, WORLDWIDE OLYMPIC MARKETING

Reporting to the Vice President, Worldwide Sports, oversaw an organization of 53 managers / contractors with the charter of managing the strategic planning, implementation and execution of the Company's global Olympic marketing plan of the 1996 Summer Olympic Games in Atlanta, GA. The 1996 Coca-Cola

Olympic Marketing initiative was the most extensive and expensive marketing campaign in Company history, with consumer marketing initiatives executed in 132 countries and Company-wide Olympic related marketing expenditures in excess of \$500 million dollars. I was the strategic architect and creative catalyst of the Company's Olympic plan.

- **Developed Global Marketing Initiatives:** To grow utilization of the Olympics as a marketing tool, consulted with worldwide Division and Country Marketing Managers to create and implement customized local promotions to drive volume and build brand equity. 132 countries executed Olympic marketing programs.

- **Board of Directors Presentations:** To get senior management buy-in of the Olympic plan, made three separate presentations to The Coca-Cola Company Board of Directors, which included Warren Buffett, Peter Ueberroth, Herb Allen, and others. All plans were approved as presented.

- **Effective Volume-Driving Promotions:** To generate incremental Coke displays, created a promotion to distribute 35 million Olympic Ticket Application booklets via Coca-Cola displays inside major retailers. Monthly sales increased 8% nationwide.

- **Thinking Big:** To create the premiere experience outside of the Olympic Games, developed the Coca-Cola Olympic City entertainment venue, a 12 acre Olympic theme park adjacent to Olympic Centennial Park in Atlanta that hosted 1 million visitors and which Coke CEO Roberto Goizueta called, "Mind-blowing."

The Walt Disney Studios, Burbank, CA

September 1992 to June 1994

For more than eight decades, the name Walt Disney has been preeminent in the field of family entertainment. From humble beginnings as a cartoon studio in the 1920's it has grown to today's global corporation. The Company operates theme park venues Disneyland and Walt Disney World, supplies entertainment for theatres, TV and video markets (Disney, Touchstone, Hollywood Pictures, Miramax), licenses character rights, publishes books, and sells recorded music and merchandise.

SENIOR BRAND MANAGER, BUENA VISTA HOME ENTERTAINMENT

Reporting to the Director of Marketing, responsible for the home video marketing of Disney non-theatrical animation. Managing a staff of four, the properties had annual retail sales of \$182 million in 1993. The

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product lines included Sing Along Songs, Winnie the Pooh, The Little Mermaid, Disney's Favorite Stories, Mickey's Fun Songs, and Halloween / Christmas seasonal products.

- **Effective Mentor:** To train and grow my staff, held weekly in-store training sessions to analyze product categories and assimilate the learning back to home videos. All of my brand team progressed to the level of Vice President within the Disney organization, including the administrative assistant, the first administrative staff person ever promoted into Brand Management.

- **Results Driven:** To reverse a three-year decline in sales, performed an entire product line repositioning and packaging makeover, with benefits aligned to consumer insights. Sales grew +36% in year one, and an additional +25% in the second year. Overall profits for the product lines grew by \$32 million over 24 months.

The Procter & Gamble Company, Cincinnati, OH

June 1987 to August 1992

Procter & Gamble, based in Cincinnati, Ohio, has been long respected as America's consumer packaged goods (CPG) leader with a No. 1 or No. 2 market share in 31 of the 41 categories in which it competes. The Company had overall sales of over \$29 billion in 1992.

BRAND MANAGER, HAWAIIAN PUNCH SOFT DRINKS (05/90-08/92)
ASSISTANT BRAND MANAGER, P&G INVENTION TEAM (01/89-04/90) promoted
BRAND ASSISTANT, FUTURE FOLGERS COFFEE (05/88-12/88) promoted
BRAND ASSISTANT, FUTURE CITRUS HILL ORANGE JUICE (06/87-04/88)

- **Innovative Thinking—New Products Specialist:** To fast-track the new product development process, created a rapid-cycle learning system which led to the invention and launch of nine new products in a 12 month period, a P&G record, including the pouring spout on orange juice cartons and Duncan Hines Pantastic Party Cakes, which earned the highest BASES test score in Company history.

- **Repositioned A Failed Product:** To turn around a failed test market product, repositioned and repackaged Folgers Coffee Singles and developed a new national marketing plan. The brand was successfully launched and earned a 10% share of the instant coffee category, significantly exceeding projections.

- **Top Performer:** Earned "Outstanding" rating on 1990 annual personnel review, an honor given to only the top 1% of performers in the Brand Management function at Procter & Gamble.

EDUCATION**MASTER OF BUSINESS ADMINISTRATION (MBA)**

MARRIOTT SCHOOL OF MANAGEMENT, BRIGHAM YOUNG UNIVERSITY, 1987

PRIMARY FOCUS: MARKETING

SECONDARY FOCUS: FINANCE

BACHELOR OF ARTS (BA)

BRIGHAM YOUNG UNIVERSITY, 1981

MAJOR: POLITICAL SCIENCE