

# ERIC SCHULZ

Senior Lecturer, Jon M. Huntsman School of Business  
Utah State University

Office: 435-797-8216  
Mobile: 801-369-8509

eric.schulz@usu.edu

## HIGHER EDUCATION 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

A full-time faculty member of the Marketing, Strategy, Entrepreneurship & Leadership Department (MSLE) of the Jon M. Huntsman School of Business.

- **Teaching:** Undergraduate courses: Introduction to Marketing; Sports Management; Adobe Graphic Design; MBA: Branding & Marketing Strategy.
- **Advising:** Faculty advisor, Huntsman Marketing Association.
- **Textbook Author:** Authored three marketing textbooks. "The Marketing Game, How The World's Top Companies Play to Win" published October 2001. "The Smart Marketer's Toolbox", published August, 2012. "Marketing in the Digital Age", published May, 2019.

**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.*

### ADJUNCT LECTURER

The only adjunct in the marketing department, teaching Brand Management / Product Marketing to second-year MBA students and undergraduates.

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

**Brigham Young University**, Provo, UT (Part-time)

August 2003 to May 2005

*Brigham Young University (BYU) is a private research university sponsored by The Church of Jesus Christ of Latter-day Saints. Located Provo, Utah, the university is accredited by the Northwest Commission on Colleges and Universities. BYU is classified among "R2: Doctoral Universities - High Research Activity" with "more selective, lower transfer-in" admissions. The university's primary emphasis is on undergraduate education in 179 majors, but it also has 62 masters and 26 doctoral degree programs.*

### ADJUNCT LECTURER

As an adjunct in the marketing department, taught Introduction to Marketing (undergraduate) and Brand Management / Product Marketing to second-year MBA students.

## CONSUMER PACKAGED GOODS (CPG) MARKETING EXPERIENCE

**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, WALT DISNEY 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 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.
- **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.

## **SPORTS & ENTERTAINMENT MARKETING EXPERIENCE**

### **Larry H. Miller Sports & Entertainment, 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**

Member of the senior 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, events, social media, consumer promotions, market research, creative services, budgets, digital media, outside vendors and agencies, measurement and reporting metrics.

- **Growing Ticket 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. During the 2009, 2010, and 2011 seasons, the Utah Jazz were #1 in the NBA for total season ticket sales.
- **Innovative Marketing:** Invented the Salt Lake Bees “Airplane”, which flew over Salt Lake for three hours before all home games. The plane attracted an average of 3,000 extra fans per game. The plane became an iconic trademark of Bees baseball.
- **Created New Sponsorship Inventory:** Developed several new consumer promotions that our sponsorship team could sell. These promotions generated over \$3 million in incremental revenue.

- **Built Fan Databases:** Built the Jazz email database to over 200,000 individuals; built the mobile texting database to over 70,000 subscribers. This allowed for direct fan communication and saved marketing dollars.

## **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, EVENT 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.

- **New Product Launch:** To create fans of the league, executed advertising, promotion and PR initiatives that generated 89% awareness among the target audience of males ages 18-54 before a single game had been played.
- **Record TV Ratings:** To attract TV viewers to the XFL, heavily promoted a tease campaign on NBC and UPN networks. The first televised game earned a 9.5 national rating, the highest Saturday night rating ever for non-Olympic programming.
- **New Fan Experience:** With a goal to create a better fan experience than an NFL game, executed a new in-stadium experience that included concert-like sound systems; players wearing microphones so fans could hear the action on the field from their seats in the stands and more. In exit polling, 98% of fans rated the live game experience "Outstanding / Better than the NFL", the highest rating offered. Over 1 million fans attended an XFL game in stadiums around the country.

## **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 corporate sponsorship programs with 23 CPG brands to donate a portion of product sales to Special Olympics, earning \$14 million in new dollars. Helped attract McDonald's and IBM to become worldwide sponsors of Special Olympics.

**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 Ringling Bros. and Barnum & Bailey 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.*"

**Redwood Pioneers Baseball Club**, Rohnert Park, CA

October 1993 to September 1994

*The Redwood Pioneers Baseball Club is a Class A (Long Season) affiliate of the Los Angeles Angels baseball club. Located in California's North Bay above San Francisco, it competes in the California League against teams from other major league minor leaguers.*

### **GENERAL MANAGER**

As the senior manager of the team, oversaw all aspects of the business operations and facility. Managed a team of six direct reports.

**Salt Lake Gulls Baseball Club**, Salt Lake City, UT

October 1992 to September 1993

*The Salt Lake Gulls Baseball Club is a Class Triple-A affiliate of the Los Angeles Angels baseball club. It competes in the Pacific Coast League against teams from other major league minor leaguers.*

### **MARKETING MANAGER**

As the marketing manager of the team, oversaw all aspects of team advertising and merchandising, including concession sales and giveaway items. Team set a record for attendance, leading the Pacific Coast League.

**Utah Jazz Basketball Club**, Salt Lake City, UT

October 1981 to September 1988

*The Utah Jazz Basketball Club competes in the National Basketball Association (NBA)*

### **MARKETING & GAME OPERATIONS INTERN**

## CONSULTING & ENTREPRENEURSHIP EXPERIENCE

### **Marketing Consultant** Logan, UT

September 2011 to present

*Self-employed consultant specializing in developing marketing plans, promotion plans, and product innovations. Local clients have included Wasatch Properties Management, Campbell Scientific, and others.*

### **Consultant/ Entrepreneur** 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. Adjunct Faculty at BYU's Marriott School of Management teaching marketing (undergrad / MBA) I also assisted my wife in developing and opening a preschool that grew into one of the largest in Utah County with over 150 children enrolled generating annual revenues of \$185,000.*

## EDUCATION

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

MARRIOTT SCHOOL OF MANAGEMENT, BRIGHAM YOUNG UNIVERSITY, 1987

SPECIALIZATIONS: MARKETING & FINANCE

### **BACHELOR OF ARTS (BA)**

BRIGHAM YOUNG UNIVERSITY, 1981

MAJOR: POLITICAL SCIENCE