

JONATHAN D. SCHULZ

313.850.4803

21178 Equestrian Trail ~ Northville, MI 48167

jonschulz@hotmail.com

DIGITAL & MARKETING LEADER

Digital Leadership ~ Marketing & Communications ~ Business Development ~ Product Marketing

Results-oriented digital marketing leader with proven success in leading high performing marketing, advertising, analytics, product, sales and creative teams. Excel in leveraging data to drive digital innovation to solve real business challenges. Relationships include key clients, agencies, technology vendors, data platforms and digital partners at the highest levels to drive collaboration and flawless execution. Adept experience in aligning channel resources, technology and budget. Additional skills include:

- ◆ Digital Advertising
- ◆ Data Management
- ◆ Research & Analytics
- ◆ Cross-Channel Marketing
- ◆ Branded Content
- ◆ Creative Optimization
- ◆ Website Design
- ◆ Social Media Activation
- ◆ Paid Search Strategy
- ◆ Product Marketing
- ◆ Lead Management
- ◆ Analyst Relations
- ◆ Event Execution
- ◆ Agency Management
- ◆ People-Based Advertising
- ◆ Mobile Advertising & Platforms
- ◆ Search Engine Optimization
- ◆ Customer Relationship Management
- ◆ Corporate Communications
- ◆ P&L Management
- ◆ Mergers & Acquisitions

PROFESSIONAL BACKGROUND

VIANT, a Meredith Company

Chief Marketing Officer

2014 - Present

- Member of the executive leadership team developing and executing global strategic business plan
- Leading all aspects of Marketing & Business Development including Advertising, Lead Management, Corporate Communications, Partnership Development, Research & Analytics, Product Marketing and Creative Services
- Successfully launched an all-new company branding and product platform for 15 year-old ad tech company
- Developed and deployed data-driven strategies for advanced, people-based targeting and ROAS measurement
- Voice of the company both internally and externally with media, press, analysts, investors and partners

Executive Vice President, Business Development

2010 - 2014

- Launched all-new, enterprise-wide Business Development organization focused on driving partnerships and innovative new revenue generating solutions and approaches through strategic partnerships
- Key member of diligence and evaluation team for M&A projects to expand capabilities and markets
- Developed strategic go-to-market approaches for newly acquired businesses including Myspace, Broadband Enterprises and Vindico around integrated new products and services
- Manage company relationship with key senior clients and agencies to ensure their needs are being met and to drive innovative new thinking toward what's next

Senior Vice President, Global Category Development

2008 - 2010

- Lead a global team of category experts across key industries including Consumer Packaged Goods, Automotive and Entertainment to develop custom solutions focused on the most difficult business challenges
- Grew global automotive revenue by over 40% in first year despite declining auto market sales
- Drove product and marketing innovation to better meet specialized needs of category-specific customers including products like Neutralizer and BTV that were industry firsts

MOTORMINDZ

Industry Advisor

2017 - Present

- Advise senior leadership team of partner solution providers to redefine business model and go-to-market
- Collaborate with a diverse team of automotive industry thought leaders focused on next gen technology
- Bring digital, data and personal experiences together for optimal customer interaction and conversion

FORD MOTOR COMPANY***Head of Digital Marketing & CRM***

2006 - 2008

- Lead all digital marketing and advertising as well as direct-to-consumer marketing (CRM) for the Ford, Lincoln and Mercury brands in the United States - \$200 million annual budget
- Pioneered industry-leading web analytics model to track automotive lower funnel measurement allowing for both ROI tracking as well as campaign level optimization inclusive to national and local retail advertising
- Managed full suite of vehicle and dealer websites consistently recognized as industry standard by leveraging tools and approaches that created deeper customer interaction and engagement
- Managed all direct to consumer marketing including direct mail, email and telephone marketing including custom publishing with MyFord Magazine in partnership with Time Inc.

Global Marketing Leadership Program

1996 - 2006

- Rotated through Brand Management, Dealer Operations and Global Marketing positions handling all aspects of vehicle launch advertising activities as well as product, pricing and packaging
- Wholesaled vehicles (sales) to Ford dealer network in major metropolitan area – Recognized Top Performer
- Developed objectives and constructed incentive programs for the field sales force and the dealers
- Concepted and developed an all-new vehicle lease payment model to accelerate ad development and legal approval for local lease advertising
- Earned the *Lincoln Excellence Award* for the execution of the all-new 1998 Lincoln Navigator launch
- Held marketing positions with Customer Service and Vehicle Financing which provided 360 degree view of automotive marketing including parts, service and finance

ELI LILLY AND COMPANY***Marketing & Sales Systems***

1990 - 1994

- Developed new software system for pharmaceutical sales representatives to build and track contracts with large managed care providers and pharmacy benefit managers
- Mapped out entire hardware and software footprint for 250 person marketing team and leveraged that to develop a comprehensive migration plan to Microsoft Windows 3.0
- Provided PC support services to marketing and sales staff during time when personal computers were just becoming mainstream for all aspects of the Marketing function

EDUCATION:**INDIANA UNIVERSITY, Kelley School of Business**

M.B.A. - Marketing

*Sports & Entertainment Academy – Inaugural Member**MBA Marketing Club – Vice President***CENTRAL MICHIGAN UNIVERSITY, College of Business Administration**

B.S.B.A. – Management Information Systems

*Graduated summa cum laude**Member of the CMU Honors Program***LEADERSHIP & INVOLVEMENT:**

- **Marketing Lecturer - University of Michigan, Ross School of Business**
- *Advisory Board* – Tech-driven start-ups **GoMoto** (2014-present) and **CatalystXL** (2018-present)
- *Speaker* - Various digital, media, advertising, technology and automotive events (2007 – present)
- *Global Leadership Committee Member* - Interactive Advertising Bureau (2009 – 2013)
- *Lead Recruiter* - MBA and undergrad candidates at Indiana University (**Ford**; 1998-2008)
- *Youth Coach* - Catholic Youth Organization (CYO) Soccer and Basketball
- *Volunteer* - Habitat for Humanity, Gleaners Food Bank, Focus Hope and Special Olympics