

# Steven Schultz

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## MARKETING STRATEGIST, GENERAL MANAGER, & EDUCATOR

Entrepreneurial general manager and leader of new product and services ventures. University academic of Entrepreneurship and Innovation. Successfully founded, grew, and sold natural food company to Post Consumer Brands. Founded and built marketing services technology network of 30K retail storefronts. Alumnus of Colgate-Palmolive's Global Marketing Management Development program. Advisor to emerging consumer product and technology companies. Mentor to commercial, academic, and state accelerator programs

## SELECT ACCOMPLISHMENTS

- Professor of Entrepreneurship and Innovation to graduate and undergraduate business students
- Mentor to commercial, academic, and state business incubators
- Founded and sold natural food company to Post Consumer Brands
- Conceived and launched breakthrough new product line delivering 85% of boat manufacturers revenue
- Created and built 30,000 in-store marketing services network
- Developed planning strategy for consumer packaged goods manufacturer delivering \$10+ MM annual savings
- Relunched in-store marketing services companies \$100 MM initiative increasing profitability 10%

## COMPETENCIES

Strategy	P&L management	Program management
Innovation	Business development	HR Management
Marketing	Contract Manufacturing	Partnerships
Contract negotiation	Commercialization	Supply Chain
Patents	M&A	Funding
Mentoring	Logistics	R&D

## A CAREER OF INNOVATION, COUNSELING, & EDUCATION

**NORTHEASTERN UNIVERSITY • BOSTON, MA • [NORTHEASTERN.EDU](http://NORTHEASTERN.EDU)**

**2023-PRESENT**

### Adjunct Professor of Business

- Developed and conducted Entrepreneurial studies course focusing on business modeling and market implementation for MBA students
- Developed and conducted Innovation courses centered around the Design Thinking methodology to multiple sections of undergraduate students.

**ALIGN PARTNERS, LLC • PRINCETON, NJ • [ALIGNPARTNERS.COM](http://ALIGNPARTNERS.COM)**

**2013-2022**

### Managing Partner

- Founded and manage innovation and consumer marketing strategy to differentiate clients from competition
- Engaged as subject matter expert by private equity firms and institutional investor to advise on investing opportunities. Services included sector analysis, opportunity identification, valuation insight, due diligence
- Engaged as brand strategy expert to realign positioning of world's leading boat manufacturer. Conceived and launched "custom single" revolutionizing industry and resulting in 60% of manufacturer's revenue
- Engaged as subject matter expert by bar manufacturer to deliver industry roadmap and go-to-market strategy resulting in 3,000+ year one store distribution

**Vice President Corporate Strategy**

Post-acquisition of Naturally Nora, joined leadership team of \$800 MM cereal company to develop M&A strategy

- Refined M&A strategy, developed criteria and framework to identify candidates for corporate expansion
- Established relationships with Bankers, Private Equity, and Venture Capital firms to increase deal flow
- Integrated Naturally Nora brand into larger corporate entity

**NATURALLY NORA, INC. • PRINCETON, NJ****2008-2012****Co-Founder, Chief Operating Officer**

- Conceived, launched and grew nationally-distributed all-natural baking mix company with unique strategy to grow the retail baking mix category. Sold to category leader, Post Consumer Brands
- Conducted strategic investment process resulting in sale of company to leading cereal manufacturer
- Developed product, packaging and positioning of all-natural baking portfolio consisting of cake, frosting, brownie and cookie mixes including the first and only all-natural confetti cake
- Established distribution at 1000+ stores across the US and online at retailers including Wal-Mart, Target, Kroger, Whole Foods, Fresh Market, Giant, HEB, Meijer, Wegmans, and Amazon.com without slotting fees or free goods
- Generated press coverage including TV (ABC, NBC, FOX), radio (NPR, Martha Stewart), print (Redbook, Family Circle, Woman's World, Chicago Tribune, Boston Globe), online (Daily Candy, Huff Post, Babble, mommy blogs)
- Created and implemented joint consumer promotions and advertising with strategic partners including Ben & Jerry's and AdSpace Mall Network resulting in +20% lift. Results presented at 2011 DPAA Digital Media Summit
- Built profitable distribution network of distributors and brokers to support key retail accounts

**ALIGN PARTNERS, LLC • PRINCETON, NJ • [ALIGNPARTNERS.COM](http://ALIGNPARTNERS.COM)****2005-2008****Managing Partner**

- Founded and managed innovation and consumer marketing strategy firm
- Engaged as corporate entrepreneur by CEO of public in-store marketing services company to bring focus to \$100 MM corporate initiative. Developed capital strategy, corporate positioning, and launch plan to support investment
- Engaged as subject matter expert by global professional services firm to develop planning strategy for leading consumer packaged goods manufacturer. Benchmarking, negotiation strategy and plan delivering \$10+ MM annual savings
- Engaged as strategist by CEO of leading out-of-home media company delivering growth strategy and roadmap

**EMULSION NETWORK, INC. • HILLSBOROUGH, NJ****2001-2004****Co-Founder, Chief Executive Officer**

- Technology-based marketing services network delivering targeted in-store promotional material, measurable coupons, POS signage by deploying digital photo finishing technology of 30,000 stores
- Identified opportunity, wrote plan, recruited team and advisors including inventor of digital camera. Took from concept to market in one year. Filed four patents. Capitalized via external funding through private placement, multi-class shareholder agreement and option plan
- First of its kind relationship with Eastman Kodak repurposing their Qualex subsidiary into commercial print & delivery network. Turned minilabs into targeted marketing services network via wireless client/server technologies. Integrated with minilab manufacturers including Noritsu
- Secured agreement with News America Marketing to provide production of shelf-based signage program
- In-store service generated redemptions between 6-11% at Eckerd Drug and 6-17% at Wegmans

## RELEVANT EXPERIENCE

### IMAGING STRATEGY GROUP • PHILADELPHIA, PA

#### Managing Partner

- Provider of marketing strategies and patented consumer products to the retail imaging industry. Clients included Fortune 100, top food|drug|mass retailers, and consumer technology companies
- Engagements: Global product plans for Eastman Kodak; Strategic planning for Intel; Business strategy for Shutterfly.com
- Conceived Your Photo Here!® and DiOS - portfolio of digital imaging products. International distribution via partnerships with Eastman Kodak (Kodak Picture Saver), Polaroid. Profitably distributed over 2.5 MM units

### COLGATE-PALMOLIVE • NEW YORK, NY • [WWW.COLGATE.COM](http://WWW.COLGATE.COM)

#### Associate Product Manager

Managed Speed Stick, a \$155 MM brand. Re-staged line yielding a 20% increase in distribution

- Repositioned brand by developing image-building strategy through competitive intelligence and consumer research. Incorporated consumer trade promotions, print, TV advertising, national sampling, and sponsorships
- Created marketing bundles for Clear and Baking Soda Deodorants, yielding patented technology and first line extensions under Colgate. Clear and Baking Soda lines launched nationally
- One of only nine selected to participate in Global Marketing Management Development Program

## MENTORING ROLES

### NORTHEASTERN - ROUX • PORTLAND ME • [ROUX.NORTHEASTERN.EDU](http://ROUX.NORTHEASTERN.EDU)

2022-PRESENT

Mentor to university's center for entrepreneurial education

### UNIVERSITY OF SOUTHERN MAINE • PORTLAND ME • [USM.MAINE.EDU](http://USM.MAINE.EDU)

2022-2023

Entrepreneur In Residence to university's center for entrepreneurial education

### MAINE CENTER FOR ENTREPRENEURS • PORTLAND, ME • [WWW.MCED.BIZ](http://WWW.MCED.BIZ)

2021-PRESENT

Mentor to state run business accelerator for Maine based companies

### CARNEGIE MELLON - SWARTZ CENTER • PITTSBURGH, PA • [WWW.CMU.EDU](http://WWW.CMU.EDU)

2018-PRESENT

Mentor to university's center for entrepreneurial education

### CHOBANI FOOD INCUBATOR • NEW YORK, NY • [WWW.CHOBANIFOODINCUBATOR.COM](http://WWW.CHOBANIFOODINCUBATOR.COM)

2016-2019

Mentor to business accelerator for emerging food and beverage companies

### NUTRITION CAPITAL NETWORK • SAN DIEGO, CA • [NUTRITIONCAPITAL.COM](http://NUTRITIONCAPITAL.COM)

2012-2021

Selection Committee of leading network facilitating growth financing for health and wellness companies

### PRINCETON UNIVERSITY eLAB • PRINCETON, NJ • [KELLERCENTER.PRINCETON.EDU](http://KELLERCENTER.PRINCETON.EDU)

2012-2017

## EDUCATION

### Design Discovery, Harvard University Graduate School of Design • 2016

- Architecture

### MBA, Boston College Wallace E. Carroll Graduate School of Management • 1991

- Marketing and Corporate Strategy

### BA, University of Vermont • 1987

- Economics

## ADDITIONAL

- Patent D443,309 - Label for Computer Diskette and CD-ROM, June 2001
- Community Rowing Association