

## KIRK R SCHUELER, PhD

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**Seeking Teaching Opportunities in Sarasota/Bradenton** I have a strong combination of extensive business experience and academic credentials. I moved to this area in February 2014, purchased home in September, and am interested in teaching at a business school ideally full-time but optionally as an adjunct.

### PROFESSIONAL EXPERIENCE

**GETTEL TOYOTA** Bradenton, Florida  
**Automobile Sales Associate** 2014-Present  
Selling Toyota automobiles, helping customers find ideal vehicle within their budget.

**F.C. TUCKER COMPANY** Indianapolis, Indiana  
**REALTOR and Associate Broker** 2013-2014  
Assisting clients in residential real estate to sell and buy homes.

**SCHUELER ENTERPRISES INC** Indianapolis, Indiana  
**Franchisee, Toppers Pizza** 2012-2013  
Opened franchise in Carmel, Indiana. Oversaw store opening and development. Sold to corporate.

**GEORGE WASHINGTON UNIVERSITY** Washington, DC  
**Assistant Professor of Marketing** 2008-2011  
Taught Marketing (MBA and Undergraduate), Nature of Markets, Marketing Decisions, Marketing Management, Sales and Sales Management, Advertising.

**AVENTIS PHARMACEUTICALS, INC.** Bridgewater, New Jersey/ Austin, Texas  
**SVP/ CEO of MyDocOnline, Inc.** 2001-2004  
Dual role, guiding the development of MyDocOnline, health technology firm developing Internet-based platform to link physicians and patients to improve patient care, and member of North America Leadership Team (NALT) providing direction for \$2 Billion US and Canadian pharmaceutical business.

**Senior Vice President, E-Business** 2000-2001  
Selected to provide global leadership of initiatives to leverage Internet. Supervised 10 people and \$50 million "incubation" budget with similar initial investment by country organizations.

**Senior Vice President, Global Marketing and Medical** 1999-2000  
Coordinated across country and regional organizations to develop common marketing platforms and integrated support for highest priority marketed products and products in development. Led integration process including selection of personnel and projects for focus.

**HOECHST MARION ROUSSEL, INC.** Bridgewater, New Jersey  
**Senior Vice President, Global Marketing** 1998-1999  
Brought in to streamline size of group and scope of products covered, and increase support from regional organizations and functional groups. Reduced personnel by 30%, budget by 25%, and focused on highest selling global products and priority development projects. Dramatically improved relationships and support.

**Commercial Director, USA** Kansas City, Missouri 1995-1998  
Responsible for US pharmaceutical marketing, sales, medical, and support groups. Integrated Marion Merrell Dow and Hoechst Marion Roussel commercial organizations. Oversaw organizational design, personnel selection, and deployment. Over 2000 employees, \$300 million dollar budget, and \$1.2 billion in sales.

- Established common culture integrating personnel from two prior organizations. Mergers can be very divisive was but I provided leadership that made merged organization successful from the start with extensive attention to sales organization.
- Exceeded sales and profit plans each year.

**MARION MERRELL DOW CANADA** Laval, Quebec  
**President** 1991-1995

Full P&L responsibility for organization of 300 people. Generated sales in excess of \$120 million with high profit margins. Organization included full range of functions: Marketing, Sales, Public Affairs, Operations, R&D, Regulatory, Product Development, Legal, HR, Finance, IS.

- Assisted with negotiations to acquire the 50% of Nordic Laboratories owned by two other organizations to facilitate merger with Merrell Dow and formation of Marion Merrell Dow Canada.
- Oversaw merger process including organizational streamlining, plant closure, facilities redesign, revised organizational structure, personnel selection, and strategic and operational planning.
- Exceeded sales and profit plans annually.

**MERRELL DOW PHARMACEUTICALS, INC.**  
**President** Richmond Hill, Ontario 1989-1991

Turnaround situation - trade was substantially overstocked, cash flow poor, production at inefficient levels, sales force turnover at 40%, and organizational morale low. Called back excess inventory, collected receivables, and returned business to "normal" operating mode. Reduced sales force turnover to 8% in one year and reenergized sales organization to exceed goals.

- Exceeded sales and profit plans both years post "cleaning up" business.

**Vice President, Marketing and other positions** Cincinnati, Ohio New York, New York 1981-1989  
Variety of Marketing and Sales Management roles between 1981 and 1989, including VP.

- Led organization to unprecedented growth, second fastest in industry.
- New product introductions of the year in two consecutive years (Nicorette, Seldane).
- Pioneered direct-to-consumer advertising of prescription drugs.
- Turned around New York City sales district. Climbed from bottom 5% to top 20% in goal attainment within 12 months through emphasizing performance culture, retraining on product knowledge, recognizing positive performance, weeding out poor performers, and adding new talent.

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## EDUCATION

**PhD, Business Administration/Health Policy** The University of Michigan, Ann Arbor, MI May 2008  
Completed program in four years. Taught 2 semesters of Marketing Management to MBA students on Flint campus and 2 semesters of Principles of Marketing to undergraduate students on Ann Arbor campus.

**MBA, Marketing** The University of Michigan, Ann Arbor, MI April 1976  
Tested out of 21 credits of introductory classes and replaced with advanced level courses.

**BS, Business Administration**, University of Wisconsin, La Crosse, WI December, 1974  
Completed degree in 28 months, graduating with Highest Honors.