

Robert S. Schultz

ERIE, PA | (814) 340-8670 | rschultz@directallergy.com | linkedin.com/in/robert-s-schultz

CROSS-INDUSTRY EXECUTIVE LEADER

Accomplished executive leader with a proven track record in sales and marketing across pharmaceutical, healthcare delivery, automotive manufacturing, and startup sectors. Driver of transformational growth in both early-stage ventures and Fortune 100 companies, with cross-functional expertise in operations, sales, marketing, managed markets, training, finance, and customer experience.

KEY ACCOMPLISHMENTS

- Healthcare Executive Leadership:** Built, prepped, and scaled a national healthcare late-stage beta level startup as CEO, leading total company operations, culture, and strategic growth.
- Capital Strategy & Corporate Development:** Raised \$3.5M+ in capital and led licensing, co-promotion, and governance agreements.
- Product Launch & Market Strategy:** Executed national product launches, engaged KOLs, and delivered ROI-driven market strategies.
- Talent Development & Culture:** Recruited, mentored, and led high-performing sales, marketing, and operations leadership teams while shaping organizational culture.

EDUCATION

Bachelor of Science in Marketing

Pennsylvania State University
State College, PA

EXPERIENCE

Co-Founder & CEO | Direct Allergy, LLC | 2011 – Present | Erie, PA

- Named by Marcus Evans as their Preferred Vendor of Choice for Allergy Services for their Top 150 Hospital Systems within their IDNs.
- Responsible for innovation, start-up, and leadership of all aspects for delivering integrated business services for remote practice of allergy at point of care across 7 states and 52 testing and treatment sites.
- Community Award: Named Corporate Partner of the Year by The Pennsylvania State University in 2021 for collaborative and productive work with the university that benefited students and the community.
- Re-engineered DAs integration processes for a plug-and-play allergy implementation program, creating a pathway for software development and future IP.
- Improved the long-term viability of the company by developing an outsourcing org chart of 16 key vendors increasing corporate efficiency for human capital overhead and turnover.
- Developed a unique fixed-fee Co-Investment Business Model that is regulatory compliant and easy to administer for company and client.
- Only allergy service organization to design a business model in-concert with an allergen manufacturer (Antigen Laboratories).
- Developed best-in-class Patient Outreach Program that meets STARK compliance & enhances proper patient ID for qualification.
- Led Finance & Operations in developing a financial model/client Pro Forma showing a cash-flow break-even within 9 months.
- Identified a successful sustainable fractional human resource solution for sales, marketing, and customer service support.
- Secured a large signature site level sale with a purchase order representing a sustainable multi-million-dollar single site account proving DAs capability to compete for larger sustainable business.
- Kept Direct Allergy, LLC at a debt-free level throughout the entire pre-revenue/revenue/beta program period placing DA in a good position for next level financing with the right investor mindset.

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SOFT SKILLS

- Strategic Leadership & Executive Management
- Creative, Solution-Driven Thinker
- Executive-Level Communication
- Organizational Change Management
- Business Development & Growth Strategy
- Coaching, Training & Team Development
- Adaptability & Entrepreneurial Drive
- Sales Influence & Relationship Building

HARD SKILLS

- License Agreement & Contract Negotiation
- Market Research, Analytics & Commercialization
- Capital Raising & Infrastructure Builds
- Enterprise Account & Managed Care Management
- New Product Launch & Go-to-Market Strategy
- Operations & Project Management
- Process Improvement & Performance Optimization
- Strategic Partnerships & Alliance Building

District Sales Manager | Daiichi-Sankyo | 2008-2011 | Buffalo, NY

Led District sales personnel in 2 distinct markets (Western NY & NW PA) proving that stark contrasts in performance can exist due to managed care access and not rep performance. This led to operational and cross-functional improvements for compensation restructuring. ***This led to a cultural change and a positive disruption.***

- Recognized as being a catalyst and disrupter for positive change bringing parity to the 2011 DSI National IC Metric Program, by convincing DSI Corporate IC Committee to insert a weighted IC component to account for managed care impact and disparities.
- Increased District Ranking by 30% YOY in a disadvantaged market.
- Recognized at Fall 2010 North East Region Manager's Meeting for successfully re-building a traditionally under-performing District from western NY over previous period.
- Awarded 2010 4th Quarter Gold Cup (NW PA Team).
- Selected in 2011 to represent NE Region DM Team to present at the Corporate Leadership Forum on Recruitment and Selection.
- Selected in 2011 Company's NE Region National Ad Board.
- Consistently Awarded Top Tier Management Performance Appraisals.
- Retained after DSIs national corporate re-organization of their Field Force resulting in more than 400 displaced personnel. Despite being retained, ***I requested and was granted an exit package*** to pursue a new career opportunity within the emerging markets sector of pharma.

Regional Business Manager (CV Hosp Div) & District Sales Manager (PCP Div) | Reliant Pharma / GlaxoSmithKline 2001 – 2008 | Ohio Valley 7 State Region & Buffalo NY District

Advanced from District to Regional Sales Manager, leading cardiovascular specialty and primary care teams to top national rankings while driving sales innovation, strategic training initiatives, and cross-functional integration during Reliant's transition to GSK.

- ***Named National Regional Manager of the Year 3 out of 4 Years.***
- Directed the Cardiovascular Specialty Team, with 43% of reps earning President's Club honors.
- Co-developed and launched a National Co-Pay Strategy, earning the Innovative Recognition Award.
- Designed and implemented the Medical Device Technical Aptitude Curriculum in concert with Cleveland Clinic EP Dept. Instrumental as Lead ASM/RSM in the implementation of the National CV Sales Force Training Meeting on-site at Cleveland Clinic's Main Campus.
- Earned multiple President's Club awards, including a national #1 ranking in 2003.

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AWARDS

- Penn State Erie Corporate Partner of the Year
- Reliant Regional Business Manager of the Year (3-times)
- Allegheny Health Network Vendor Innovation Award
- GSK-Reliant District Manager of the Year, Regional Leadership
- Best of Erie Innovation, New Startup Company Award
- Eli Lilly & Co./Janssen President's Club (4-times)
- Ben Franklin Commonwealth of PA Recognition Award
- Ford Gold Key, District Zone Manager of the Year (2-times)
- Reliant/GSK VP DM Advisory Board Member
- Ford Motor Co. National Zone Mgr. Leadership Committee

MEET ROBERT (BOBBY)

A proud family man and father of two amazing adult daughters. Robert is an active Penn State Alumni, longtime mentor to Penn State student interns, and a volunteer leader in his church community. A self-proclaimed history nerd who also enjoys an active lifestyle with health and fitness activities, golf, gym, racquetball, swimming, and regular hikes with his dog, Jake. He enjoys cheering on both his Steelers & Nittany Lions. His favorite place to visit is coastal Maine where he used to live and still vacations often. He hopes to get a lake house there some day.

Project Manager | Roche | 2000 – 2001 | Indianapolis, IN

Led audit, compliance, and rebate validation initiatives for Roche Diagnostics Managed Markets division during a corporate restructuring, with a focus on the Patient Care Medical Device Division—Indianapolis.

- Managed all corporate managed care audit events, provided corrective actions, and initiated compliance initiatives for the Patient Care division following a major organizational shift.
- Developed and led a new managed care rebate validation process for the contracting and pricing department with an outside vendor.
- Served as a key B2B liaison to National Account Managers, supporting the rollout of strategic initiatives across the Medical Device & Diagnostics Division.

Research, Consulting, & National Account Manager | National Data Corporation – Healthcare Division | 1999 – 2000 | Newtown, PA

Recruited from Eli Lilly to bring pharmaceutical insight to the vendor side and quickly promoted to lead research and consulting for national pharmaceutical data analytics clients.

- Responsible for the account management of 40+ Pharma clients.
- Managed \$30M in revenue across national accounts, increasing sales by 25% year over year.
- Led a 200% increase in ad hoc project volume, adapting to evolving client needs and market trends.

Associate Manager: Training & Development, Managed Care Neuroscience Specialty Representative, & Institutional Coordinator Eli Lilly & Company | 1996 – 1999 | Indianapolis, IN

Recruited to support a major neuroscience product launch and advanced quickly through sales, training, and corporate roles. Led high-impact training initiatives, managed a \$1.5B PBM/HMO portfolio, and consistently exceeded sales goals across institutional channels.

- Served as Lead Trainer for Neuroscience, Long-Term Care, and Contract Sales teams; coached and evaluated over 500 sales representatives.
- Managed a brand portfolio across 8 national PBM/HMO accounts totaling \$1.5B in annual revenue.
- Surpassed Zyprexa SOM goals by 190% and ranked #1 in the West Region; named President's Club Winner and 2x West Coast Advisory Board Designee.
- Promoted into Lilly's Corporate Management Development Associate Program, leading to corporate associate management positions.

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CNS Specialty Rep & Regional Sales Trainer | Johnson & Johnson, Janssen Pharmaceuticals Inc 1991

– 1996 | Portland, ME & Erie, PA

- **Promoted three times within 5 calendar years.**
- Multi-Product, 1995: National Rank: 29 of 633; Regional Rank: 7 of 69; District Rank: 4 of 10.
- Awarded 1st Place President's Trophy, 1995.
- Multi-Product, 1994: National Rank: 15 of 633; Regional Rank: 2 of 69; District Rank: 2 of 10.
- Awarded 2nd Place President's Trophy, 1994.
- Achieved highest volume P.I. (158.33%) in region for #1 focus product, *Propulsid*, 1994.
- Promoted to CNS Professional Specialty Representative (ME, NH, & VT), 1995.
- Certified as Office-Based Field Trainer; served as District Sales Trainer, 1995.
- Promoted to Professional Representative, 1994.
- Awarded District Representative of the Year, Pittsburgh District, 1992.
- Two-time recipient of Janssen Sales Excellence Society Award, 1993.
- Selected to J&J's (Janssen Pharma) Formal Management Development Program, 1993.
- Risperdal TRx, March 1996: National/Regional Rank: 28 of 85; District Rank: 1 of 11.
- Secured Preferred Status for Risperdal at Healthsource/Maine's HMO, 1996.

Senior Sales & Service Zone Manager & Owner Relations Analyst, Ford Parts & Svc Div |

Ford Motor Company | 1987 – 1991 | Dearborn, MI & Cleveland, OH

• **Promoted four times in 4 calendar years:**

- Senior Lincoln Mercury Field Sales & Service Zone Manager – *Grade 8*
- Parts and Service Zone Manager – *Grade 7*
- Dealer Parts Zone Manager – *Grade 6*
- Cleveland District Owner Relations Analyst – *Grade 5*
- FCGP General Office Owner Relations Analyst – *Grade 4*
- Awarded District Zone Manager of the Year, 1989.
- Two-time recipient of the Ford Gold Key Award for Outstanding Zone Management, 1990 and 1991.
- Ranked #1 of 325 nationwide among Zone Managers in two key turn-key marketing programs: Retail Parts Store and Ford Fast Lube Franchises.
- Elected to Ford Participative Management/Employee Involvement Committee in 1988 (World Headquarters) and again in 1990 (Cleveland District Office).
- Increased combined parts and accessories sales by 125% year-over-year.
- Spearheaded the development of an Accessory Introduction Roadshow, increasing district sales by 150% over the prior year.
- Represented Ford Motor Company in warranty and policy administration audits at Ford and Lincoln-Mercury Dealerships, as well as in legal matters with counsel.
- Selected to serve on the National Zone Manager Leadership Committee, 1989.
- Represented Cleveland District Zone Management at the National Accessory Showcase Advisory Meeting, 1989 and 1990.
- Spearheaded development of the Automotive Technology Course in collaboration with Henry Ford Community College for FCGP new hires.

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REFERENCES

Matthew J. Minnaugh

Board Chair – Investor Advisory, Direct Allergy, LLC
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Jay L. Gruhlkey, M.D.

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Joseph M. Zajac

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Jay S. Smith

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Former Senior C-Level Executive Johnson &Johnson, Novartis, Sunovian (Pharma Industry)
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Teresa M. Dugan

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