

Mark Schar

315 Homer Ave, #309
Palo Alto, CA 94301

mark@schar123.com
650/862-4584

ONE PAGE SOLUTIONS**2002-Present****Co-Founder, Managing Director**

OPS is a consulting firm that uses the OGSP® process to help technology and branded product clients develop better strategic plans. To date, we have completed over 200 engagements. OPS invests in start-ups and have committed over \$500K in funding.

INTUIT, INC.**2005-2007****Senior Vice President and Chief Marketing Officer**

Recruited to Intuit to initiate a number of consumer packaged goods marketing best practices. Introduced the use of Competitive Response Modeling which contributed to the successful launch of QuickBooks® 2006 and defense of new offerings from Microsoft. Led the development of Consumer Tax (TurboTax®) marketing plans for tax year 2005.

THE PROCTER & GAMBLE COMPANY**1977-2002****Vice President-Global Business Development and Consumer Research**

8/99 – 1/02

Reported to the CEO; established the function of “business development” within P&G. Created economic value from technology (patents), Intellectual Property and “know-how”, while launching new business models. Responsible for P&G’s consumer research and market knowledge work, worldwide. Supervised four VP-level managers and 1,500+ employees.

Vice President and Chief Learning Officer

8/98 – 7/99

Reported to the CEO; Responsible for all corporate training and development. Supported the office of the CEO on strategic planning and the growth and development of the top management team.

Vice President and General Manager, Global Beauty Skin Care

6/96 – 7/98

Led \$2 billion business unit that is part of P&G’s global skin care business – beauty products like Olay®, cleansing products like Zest® and Ivory®, and hygiene products like Clearasil®.

Vice President and General Manager, Coffee and Peanut Butter

1/94 – 5/96

Led \$1.5 billion Coffee (Folgers® and Millstone®) and \$250M Peanut Butter (Jif®) business in North America

Additional Branded Experience

6/77 – 3/89

*Hard Surface Cleaners (Comet®, Spic N Span®, Mr. Clean®, Top Job®, Cinch®)
Bar Soap (Ivory®, Camay®, Zest®, Safeguard®, Lava®)
Coffee Products (Folgers®, High Point®, Citrus Hill®)
Juice Products (Sunny Delight®, Citrus Hill® Orange Juice)
Laundry Products (Cheer®, Cascade®, Tide®, Oxydol®, Ivory Liquid®, Joy® Dishwashing Liquid)*

STANFORD UNIVERSITY**2011**

Doctor of Philosophy – Mechanical Engineering Design
Dissertation Title: Pivot Thinking and the Differential Sharing of Information on New Product Development Teams
Lecturer – School of Engineering

NORTHWESTERN UNIVERSITY/KELLOGG GRADUATE SCHOOL**1977**

Master of Business Administration – Finance and Marketing

NORTHWESTERN UNIVERSITY**1976**

Bachelor of Science Speech – R/TV/F Production

Business and Non-Profit Board Experience:

- Affinova (Market Research Tool)
- Reflect.com (Internet-based Custom Cosmetics)
- EMMperative (Marketing Information System)
- University of Wisconsin: Center for Brand and Product Management
- The Gow School (Private High School for Dyslexic Boys)
- America’s Second Harvest (National Food Bank Cooperative)
- The FreeStore/FoodBank (Cincinnati Food Bank Cooperative)
- Association for the Advancement of Arts Education (National Arts Education)

Publications:

G. L. Kress and M. F. Schar, “Teamology – The Art and Science of Design Team Formation,” in *Design Thinking Research: Studying Co-Creation in Practice*, ed. H. Plattner, C. Meinel, and L. J. Leifer (Berlin Heidelberg: Springer, 2011), 191-212.
M. F. Schar and M. Lande, “‘What Counts’ for Success: Understanding the Role of Product Manager and the Implications for Teaching Design Engineering Students” (presented at the Mudd Design Workshop VIII, Claremont CA, 2011).