




## The One Page Solutions Team

### Mark Schar Co-Founder and Managing Director

**Mark is a former Vice President/General Manager and 25-year veteran of Procter & Gamble. He also served as Chief Marketing Officer for the software company Intuit. Mark's expertise is in software and technology companies.**

Mr. Schar is co-founder and Managing Director of Three Point Solutions, LLC, a strategy consulting practice. Three Point Solutions uses the OGSP<sup>®</sup> process to help technology and branded product clients develop better strategic plans. In addition, Three Point Solutions does angel investing with funds committed in three venture capital funds and several startup companies. Mr. Schar recently completed a PhD in Mechanical Engineering/Design at Stanford University. The focus of his research can broadly be described as "pivot thinking," the cognitive aptitudes and abilities that encourage innovation, and the tension between design engineering and business management cognitive styles. Mr. Schar also has an appointment as a Lecturer in the School of Engineering at Stanford University. In 2005, Mr. Schar joined Intuit, Inc. as Senior Vice President and Chief Marketing Officer. Recruited to Intuit, he initiated a number of consumer package goods marketing best practices, introduced the use of competitive response modeling which was used to prepare for the launch of QuickBooks<sup>®</sup> 2006 and the defense of new offerings from Microsoft. He also led the development of Consumer Tax (TurboTax<sup>®</sup>) business plans for tax year 2005. Mr. Schar has an extensive background in consumer products management, having managed more than 50 consumer driven businesses over a 25-year career. In 1977, he started with The Procter & Gamble Company in the laundry detergent business and over the course his career managed products in P&G's laundry, food and beverage and beauty care sectors. His management experience at P&G included responsibility for a broad range categories and brands such as Tide<sup>®</sup>, Cascade<sup>®</sup>, Folgers<sup>®</sup>, Ivory<sup>®</sup>, Olay<sup>®</sup>, Zest<sup>®</sup>, Clearasil<sup>®</sup> and Sunny Delight<sup>®</sup>. As part of his P&G experience, Mr. Schar also served as Vice President of Global Business Development reporting to the CEO and was responsible for creating economic value from technology (patents), intellectual property and "know-how", while launching new business models. In this role, Mr. Schar also led P&G's Global Consumer and Market Knowledge organization and was the driving force for migrating P&G's market research to web-based tools. Prior to this responsibility, Mr. Schar served as P&G's Chief Learning Officer, responsible for all corporate training and development. Mr. Schar has a Bachelor of Science in Speech from Northwestern University and a Master's in Business Administration from the Kellogg School of Management, also at Northwestern University. He is a former Board member of the University Wisconsin Center for Brand and Product Management and has served on the national Boards of America's Second Harvest<sup>®</sup> (National Food Bank Cooperative), the Free Store Food Bank<sup>®</sup> (Cincinnati Food Bank Cooperative) and The Gow School (Private High School for Dyslexic Boys). Mr. Schar is a member of



The Band of Angels, Silicon Valley's oldest organization dedicated exclusively to funding and advising seed stage startups. In addition, he has served on the Boards of several technology start-up companies. Mark is married to Elizabeth Holloway Schar, a food science journalist by training who works on health, nutrition and wellness issues. They have two grown sons and split their residence between Palo Alto, CA and Madison WI.