



BOB SCHULZ

General Manager – Aerial & Fleet

Bob Schulz is the General Manager of Aerial and Fleet for Pierce Manufacturing. In his current role, Bob is responsible for leading aerial product lines from development to service, as well as fleet, order management, Build My Pierce (BMP), and stock apparatus. His notable accomplishments have included taking an integral role in the production launch of the Pierce Ascendant 100' Heavy-Duty Tower with a mid-mount configuration. Bob is a key contributor to many of the innovations Pierce brings to the market and also collaborates with dealers on an ongoing basis to support products through their entire lifecycle.

Bob joined Pierce Manufacturing in 2004 as a Senior Financial Analyst and has held finance and order management roles with increasing responsibility, including his prior role as the Senior Director of Finance for Oshkosh Airport Products. With more than 17 years working with the organization, Bob has held diverse leadership roles that have involved creating innovative solutions to support customers' unique needs.

Bob is a graduate of the University of Illinois-Urbana Champaign with a Master of Business Administration from Marquette University. He currently resides in Waupaca, Wisconsin.

The culture at Pierce is unlike anywhere else. Our Pierce family of team members and dealers has an unparalleled commitment to partnering with our customers to create solutions for each department's unique needs. We have the honor and obligation to support community leaders and emergency response personnel in achieving their critical mission to keep communities safe. I enjoy being a part of the innovation, craftsmanship and care that Pierce brings to the market.