BOB SCHULZ
President – Pierce Manufacturing

Bob Schulz is the President of Pierce Manufacturing. He is responsible for the Pierce, MAXIMETAL, Frontline Communications and Airport Products (ARFF) brands. 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, order management and general management roles with increasing responsibility, including his prior roles as the Senior Director of Finance for Oshkosh Airport Products and Vice President and General Manager of Pierce Aerials. With more than 20 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.

Being part of Pierce Manufacturing offers a unique vantage point of witnessing firsthand the incredible impact of serving those who protect our communities. The essence of our mission is to support fire services in their critical role, a purpose that is both inspiring and humbling. The cornerstone of our success is the collective effort of our team, our dealers, and our customers— each interaction is a chance to learn, to innovate, and to improve. Our approach is grounded in genuinely understanding the trials our customers face and responding with innovative, effective solutions. As we look to the future, our focus remains on nurturing our relationships, investing in our people, and steadfastly pursuing excellence in everything we do, ensuring we continue to meet the growing needs of the fire apparatus market with integrity and passion.