

Cecilia Schulz joined the David F. Miller Center for Retailing, Education and Research at the University of Florida in August of 1996 as the Associate Director of the Center and Director of Student Programs. Her experiences include a complimentary combination of education, management and social services.

Cecilia began her career in crisis intervention and individual counseling. Her career evolved into managing crisis outreach programs, three crisis hotlines and a deaf service center. Always fostering a desire to create and craving more education, Cecilia returned to school to study Culinary Arts. With her new education, she apprenticed with a Culinary Olympian and worked in French cuisine where she was the chef de cuisine developing daily menus, catering events and managing all aspects of a four star restaurant. A desire to venture out eventually nudged her to own her own business. After writing a business plan and securing her own financial support, Cecilia opened a small boutique in Charleston, South Carolina where her responsibilities of a business were all inclusive. Her shop taught her the management of soft lines including buying, vendor negotiations and competitive advantage. The success of her store overwhelmed two of her nearest competitors and launched her accomplishments and community service onto local television, radio and newspapers.

In 1996, Cecilia moved her family to Gainesville and accepted her current position. Her responsibilities have included teaching Introduction to Retailing, facilitating the Sears Holdings Retail Management Seminar Series, launching eight annual workshops, writing, advising students on retail careers, supervising a student advisory board of 30 students, serving as Faculty Advisor of the Retail Society and administrating the country's largest retail management internship program. She was recently voted Retail Advisor of the Year for the Warrington College of Business Administration

She is a graduate of the University of South Florida with a BA in psychology. She resides in Gainesville, Florida with her two teen children (!) and a menagerie of loving pets.