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Jeffrey Schmitz

Former Chief People Officer
Zebra Technologies (NASDAQ: ZBRA)

Former Chief Human Resources & Marketing Officer
Zebra Technologies

Former Executive Vice President
Spirent Communications (formerly LSE: SPT)



Jeff Schmitz is a former senior executive who brings experience from nearly four decades in enterprise technology and telecommunications, and has worked from venture-backed startups to Zebra Technologies (NASDAQ: ZBRA), where he spent more than a decade in the C-suite. Under his leadership, Zebra earned a place on Newsweek's inaugural 2023 list of the Top 100 Global Most Loved Workplaces and first place among large companies on Fast Company's 2023 Best Workplaces for Innovators list.

Schmitz is known for leading through change: integrating acquisitions, transforming how organizations operate, and guiding companies through CEO succession. He has also worked closely with boards on compensation, strategic exit planning, and financing. Schmitz went from writing code to leading marketing, general management, and human resources at global technology companies; as an ExCo mentor, he now mentors leaders making the same kind of leap.

As Chief People Officer of Zebra, Schmitz led a transformation of the human resources function, restructuring how the organization delivered its services, routing transactional work through a shared service group, freeing the team to concentrate on the strategic priorities that moved the business. He directed the articulation of Zebra's purpose and values across a workforce of roughly 10,700 and reinforced leadership development, culture, and succession planning as enterprise disciplines. In his final assignment, he led the integration of Elo Touch Solutions, a $1.3B acquisition that added approximately $400M in annual sales and expanded Zebra's addressable market by an estimated $8B.

Schmitz joined Zebra as Chief Marketing Officer, with responsibility for global marketing strategy, market intelligence, the partner program and the digital platforms behind brand awareness, preference and demand generation. He merged the Motorola and Zebra partner programs into PartnerConnect, the channel program that now supports more than 10,000 partners and holds a five-star rating in CRN's Partner Program Guide, and directed the first comprehensive refresh of the Zebra brand. He added the human resources mandate to that portfolio, serving as Chief Human Resources and Marketing Officer before the people role became his sole focus.

Before Zebra, Schmitz spent the better part of a decade at Spirent Communications, a British developer of testing and assurance technology for advanced networks and connected devices. As Executive Vice President, he held responsibility for the Wireless and Service Assurance division. He had earlier served as Chief Marketing Officer, overseeing product management, product marketing, and corporate marketing, and as Vice President and General Manager of both the Networks and Applications business unit and the Service Assurance division, carrying direct P&L responsibility in each.

Earlier in his career, Schmitz served as Senior Vice President of Marketing and Sales at Rivulet Communications, a venture-backed startup, and as Senior Vice President of Product Management and Marketing at Visual Networks, where he held the P&L for its networks and applications line of business. Earlier still at Tellabs, the telecommunications equipment manufacturer, writing code as a software engineer and advanced over sixteen years to Senior Vice President of North American Marketing and Product Management. That progression from engineering into commercial leadership established the operating instincts he later brought to the C-suite.

Schmitz holds an M.S. in Computer Science from Illinois Institute of Technology and a B.S. in Electrical Engineering and Computer Science from Marquette University. He served on the board of Junior Achievement of Greater Washington, and has been a member of both the Forbes Communications Council and the Forbes Human Resources Council. Schmitz previously chaired the CloudEthernet Forum, an industry consortium addressing cloud networking. In his free time, Schmitz dedicates his time to focusing on his health, his golf game, philanthropy, and travel. He and his wife reside in Okatie, South Carolina.