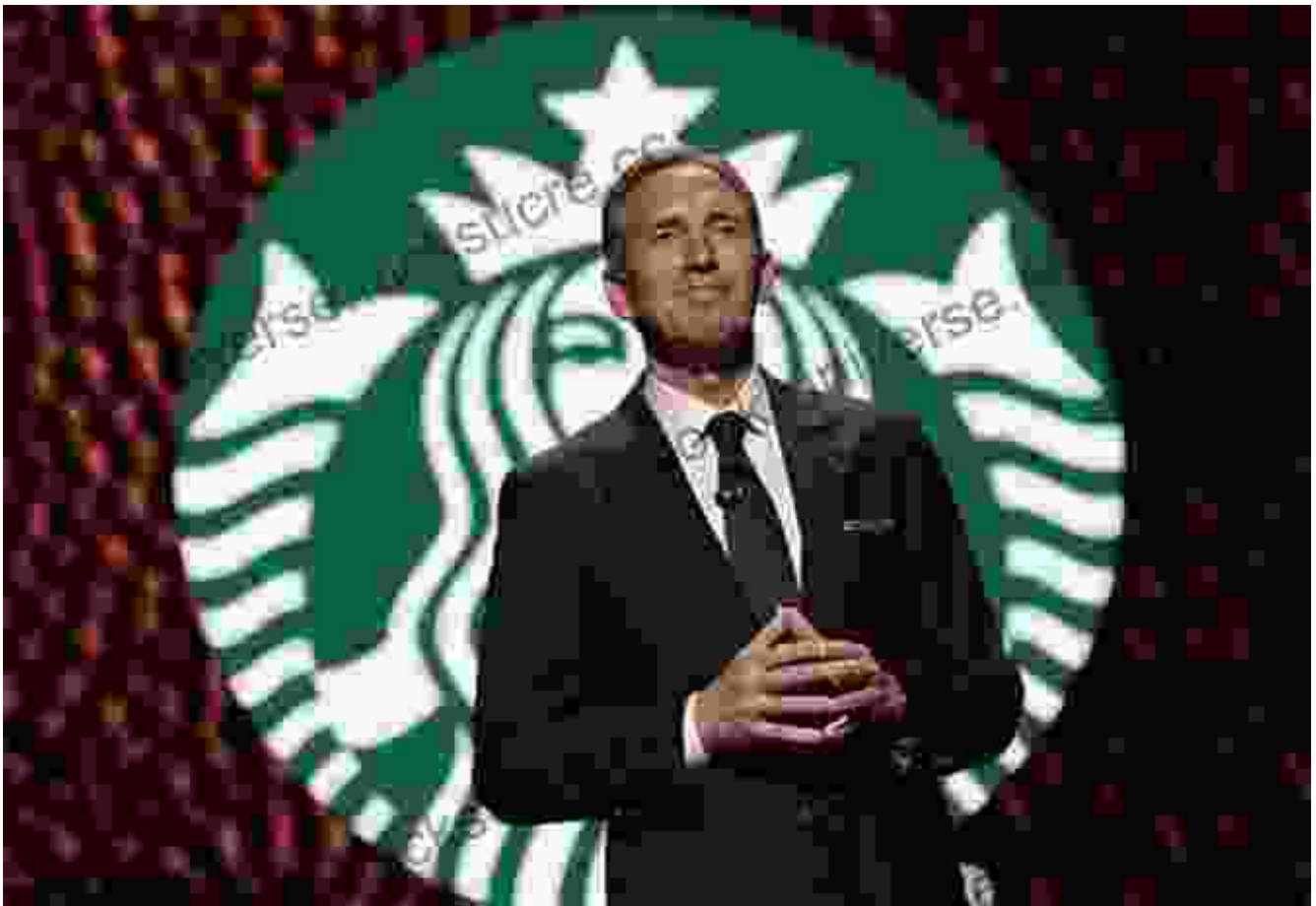


Howard Schultz: The Starbucks Billionaire

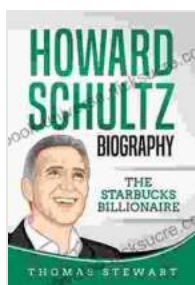


Early Life and Education

Howard Schultz was born on July 4, 1953, in the Canarsie neighborhood of Brooklyn, New York. His parents, Fred and Elaine Schultz, were both Jewish and had emigrated from Germany. Schultz's father worked as a truck driver and his mother as a cashier. Schultz grew up in a working-class family and attended public schools in Brooklyn. Schultz was a good student and excelled in mathematics. He was also an avid reader and spent much of his free time at the local library. After graduating from high school, Schultz attended Northern Michigan University, where he studied communications.

Career Path

After graduating from college, Schultz worked as a salesperson for Xerox. However, he soon realized that he was not passionate about selling copiers. In 1981, Schultz joined Starbucks, a small coffee roaster and retailer in Seattle. At Starbucks, Schultz quickly rose through the ranks. He became the company's general manager in 1983 and its president in 1987. In 1989, Schultz acquired Starbucks from its founders for \$3.8 million. Under Schultz's leadership, Starbucks grew from a small regional coffee roaster into a global brand. Schultz opened new stores across the United States and around the world. He also introduced new products and services, such as the Frappuccino and the Starbucks Card. Schultz stepped down as CEO of Starbucks in 2000, but he remained chairman of the board. He returned to the role of CEO in 2008, when the company was struggling during the Great Recession. Schultz helped to stabilize Starbucks and restore its profitability. In 2017, Schultz announced that he would be stepping down as CEO of Starbucks once again. He remains chairman emeritus of the company.



Howard Schultz Biography: The Starbucks Billionaire

by Thomas Stewart

★★★★☆ 4.5 out of 5

Language : English

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Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 63 pages

Lending : Enabled

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Contributions to Starbucks

Howard Schultz is widely credited with transforming Starbucks from a small regional coffee roaster into a global brand. He introduced new products and services, expanded the company's reach, and created a customer-centric culture. Schultz's contributions to Starbucks are numerous. He is credited with:

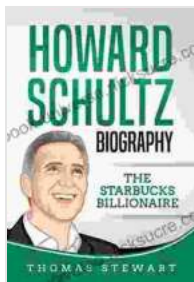
- Developing the Starbucks brand and creating a unique customer experience
- Expanding the company's reach both domestically and internationally
- Introducing new products and services, such as the Frappuccino and the Starbucks Card
- Creating a customer-centric culture and a commitment to employee satisfaction
- Leading the company through periods of growth and expansion

Philanthropy

In addition to his business success, Howard Schultz is also known for his philanthropy. He is the founder of the Schultz Family Foundation, which supports education, housing, and homelessness initiatives. Schultz is also a supporter of the arts and has donated millions of dollars to cultural institutions. In 2019, he pledged \$10 million to the Brooklyn Academy of Music (BAM) to support its educational programs.

Howard Schultz is a successful businessman, philanthropist, and author. He is best known for his leadership in transforming Starbucks from a small

regional coffee roaster into a global brand. Schultz is also known for his commitment to social responsibility and his support of the arts.

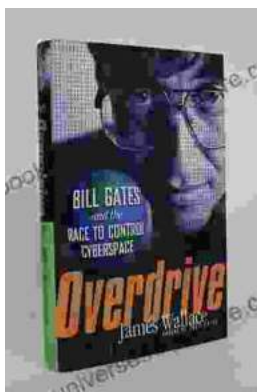


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