

Introducing Marvin Schroeder, ISI's
Treasurer

December 20, 1972

In this space, I have previously introduced ISI® executives responsible for production; marketing, research, development, and education; administration; and for our European headquarters in England.¹⁻⁵ Marv Schroeder's job as Treasurer of ISI requires him to work closely with each of those individuals.

Mr. Schroeder received a B.A. degree from the University of Connecticut in 1954. After completing his military service in 1956, he was employed by the Royal Typewriter Company, Hartford, as a project analyst. Then, in 1964, he returned to the University of Connecticut to earn a master's degree in business administration.

After a brief period as senior systems analyst with the Diehl Division of the Singer Company in Somerville, N.J., Mr. Schroeder joined the Auerbach Corporation of Philadelphia.

At Auerbach, he was initially responsible for the financial and administrative control of government and commercial contracts, including the preparation of contract proposals and agreements. Later, he took on the task of managing, in Auerbach's information subsidiary, the subscription, warehousing, and shipping departments, and finally budgeting and forecasting.



Marvin Schroeder

Mr. Schroeder came to ISI in 1968, as controller, in charge of accounting, financial systems, purchasing, and distribution. Today, with ISI's annual revenues more than double what they were in 1968, a new controller has been retained, and Mr. Schroeder, as ISI's Treasurer, concentrates on the company's broad financial affairs and policies--analyzing and interpreting financial data; preparing forecasts, overseeing budgets and directing financial controls; planning and implementing corporate investments and financing; and coordinating legal, patent, and copyright matters.

More perhaps than any other ISI officer, Marv Schroeder has to practice what the rest of us preach about information being a commodity--subject, like any other commodity, to the laws of the market place. Marv recognizes that intangibles like "scientific merit" or the "inherent potential value of information as information" are important and tempting criteria. But he also recognizes the dangers of applying them in the production and distribution of any commodity, information included. He has contained himself in his potentially abrasive role with a grace and humor that may

result in giving controllers and treasurers a good name.

Mr. Schroeder lives with his wife and two children in a nearby suburb of Philadelphia. For recreation, he chooses the golf course and the bowling alley. He keeps score carefully--at play and at ISI.

1. Garfield, E. A.E. Cawkell, information detective--and ISI's man in the U.K.
Current Contents No. 40, October 6, 1971, p. 5-6.
2. -----, Introducing Herbert S. White, ISI's Senior Vice President for Operations and Administration.
Current Contents No. 4, January 26, 1972, p. 5-6.
3. -----, Introducing Morton V. Malin, Ph.D., ISI's Vice President for Corporate Planning and International Relations. *Current Contents* No. 17, April 26, 1972, p. 5-6.
4. -----, Introducing Richard M. Harris, ISI's Vice President for Marketing.
Current Contents No. 19, May 10, 1972, p. 5-6.
5. -----, Introducing Samuel Lazerow, ISI's Vice President for Administration.
Current Contents No. 44, November 1, 1972, p. 5-6.