



Robert W. Ruekert

September 1, 2012

Ruekert, Professor Robert W. (Bob) 12/17/52 - 9/1/12 Age 59, of Minnetonka, passed away at home on September 1 after a 20-month battle against pancreatic cancer. Bob was a loving husband, father, grand- father, brother, uncle, father-in-law, brother-in-law and son-in-law. He is survived by his wife of almost 24 years, Donna (Good) Ruekert; three fabulous children, Joseph Ruekert, (Kristi), John Ruekert and Catherine Ruekert; granddaughter, Aubrey Ruekert; brother, James Ruekert of Appleton, WI; sister, Mary Ruekert- Hesse (Paul) of New Berlin, WI; sister-in-law, Laura Collins; mother-in-law, Doris Wise and several nieces and a nephew. Bob would be best described as intelligent, humble and understated with a subtle but great sense of humor. He was thought of as a man of integrity with a strong commitment to his family and his profession at the Carlson School of Management at the University of Minnesota. He loved to read both novels and newspapers, build furniture, travel, cook and to just be at home. He was an avid sports fan and particularly loved football and Gopher men's basketball. There weren't many questions he didn't know the answers to when it came to professional and collegiate sports! Wearing his trademark baseball cap and some type of Carlson School logo shirt is how many people will remember him. Bob received his BA in journalism and his MBA and PhD in marketing all at the University of Wisconsin. An expert in brand management and new product development, he joined the Carlson School in 1981 where he taught in the Department of Marketing. His research has been published in top-tier marketing journals,

including the Journal of Marketing Research, Journal of Marketing, and MIT's Sloan Management Review, among others Bob was continuously involved with the School's Undergraduate Program. In 2001, he assumed the role of associate dean where he led several initiatives to improve the quality of the Program including the development of a management major, the founding of an upper and lower division honors program, the establishment of an international experience graduation requirement, and the development of an academic major in nonprofit/public sector management. In addition, under his leadership, the Undergraduate Program grew by more than 50 percent, experienced a complete redesign of its curriculum, and became the proud occupant of the newly constructed Herbert M. Hanson Jr. Hall-a facility that many came to call, "the house that Bob built." Today, thanks in large part to Bob, the Carlson School's Undergraduate Program is considered among the world's finest. Bob will be remembered at a memorial service at 2 PM on Monday, September 10 with a visitation 1 hour prior to the service at All Saints Lutheran Church, 15915 Excelsior Blvd., Minnetonka. The family requests that in lieu of flowers contributions be made to the Bob Ruckert Undergraduate Scholarship Fund, c/o Robbie Collins, Carlson School of Management, 321 19th Avenue South, Minneapolis, MN 55455 or 612-624-5256 or <http://www.csom.umn.edu/giving/index.aspx> www.Washburn-McReavy.com 952-920-3996

Previous Events

Visitation

SEP **10**. 1:00 PM - 2:00 PM (CT)

All Saints Lutheran Church
15915 Excelsior Boulevard
Minnetonka, MN 55345

Service

SEP **10**. 2:00 PM (CT)

All Saints Lutheran Church
15915 Excelsior Boulevard
Minnetonka, MN 55345

Tribute Wall

DO

“ I am so very sorry to hear of Bob's passing. We were friends on the Air Pulse at Offutt AFB -- he was always very kind and thoughtful. My best wishes for his family and friends wherever they are! Donna Baldwin-Amato, Gilbert, AZ

Donna - January 04, 2014 at 02:03 AM

JB

“ So very, very sorry to learn of Bob's passing. We were good friends at UW, in class and on weekends; we later worked together at Madison Newspapers. I visited the Twin Cities on business in the spring of 2011; he swung by the hotel and we spent the morning together, swapping tales and laughing over old times. He was a great guy. He is missed.

John F. Bordsen (Spatz Columbo), Charlotte, N.C.

John Bordsen - September 05, 2012 at 09:06 AM

DO

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Donna - January 04, 2014 at 02:02 AM