



## Educator Profile: Beth Goldstein

Author, educator, trainer, consultant, and coach, **Beth Goldstein** has spent the last 25+ years helping entrepreneurs, executives, small business owners and students around the globe launch and grow successful businesses and organizations.



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Beth Goldstein founded her consulting firm, **Marketing Edge Consulting Group**, in 1999 and established the company's training division, **Edge Institute**, in 2013 with a focus on helping small business owners, executives, students and entrepreneurs better understand how their key stakeholders think, what they value and what influences their purchasing decisions. She then shows them how to apply this knowledge to create targeted business growth programs that drive revenue growth while increasing profitability and customer loyalty.

Her first book, ***The Ultimate Small Business Marketing Toolkit*** (McGraw-Hill) has been used in 30+ cities around the U.S. to teach business owners the critical skills they need to accelerate growth. In her second book, ***Lucky By Design***, Beth exposed the fallacies and dangers of underestimating your own ability to control the destiny of your company and create powerful business opportunities. She offers new insights and practical advice on how to design your own luck. Beth's marketing advice is featured in several chapters of the **McGraw-Hill Small Business Resource Guide for QuickBooks Users** (2009) distributed to over 100,000 QuickBooks users.

Beth is currently the Faculty Director for Babson Global's Master of Science in Entrepreneurship Program and the UK-Lebanon Tech. Hub Business Accelerator Program. She is a member of the MBA, MSEL and UG committees for the College of Business & Entrepreneurship, King Abdullah Economic City, Saudi Arabia. She has been responsible for designing curriculum for a variety of undergraduate, graduate and executive education programs in the U.S. and abroad including China, Lebanon, Saudi Arabia, Thailand and the United Kingdom.

For the past 15 years Beth has taught courses at highly esteemed colleges and universities including:

### **Babson College/Babson Global**

- [Foundations of Management & Entrepreneurship: UG](#) (2015 – current)
- [Marketing for Entrepreneurs: MBA](#) (2015 – current)
- [Affordable Design and Entrepreneurship: UG](#) with Olin College (2015)
- [Sales Design and Management: GCEE](#) (2016 – current)
- [Practicum I: Entrepreneurship and Idea Generation: GCEE](#) (2015 – current)
- [Practicum II: Developing an Entrepreneurial Business Plan: GCEE](#) (2015)

### **Boston University School of Management**

- [Entrepreneurial Sales & Marketing and Graduate Certificate Faculty Director](#) – Online Graduate Certificate in Entrepreneurship (2005 – 2014)
- [Entrepreneurial Marketing](#) – Graduate Diploma in Entrepreneurship (2005 – 2013)
- [Field Projects in Urban Business Consulting: UG](#) (2013)
- [Entrepreneurial Marketing: MBA](#) (2001 – 2004)
- [Field Projects in Strategic Consulting: MBA](#) (2001 – 2003)
- [Management Strategy Capstone: UG](#) (2001)

### **Brandeis University**

- [Marketing Management: MBA](#) (Heller Graduate School for Social Policy & Management; 2013 – 2015)
- [Field Projects in Strategic Consulting: MBA](#) (International Business School: 2003 – 2006)

Beth ran Boston University's New Venture Competition from 2005 – 2014 and served as the Faculty Director for its nationally ranked Online Graduate Certificate in Entrepreneurship Program from 2005 to 2014. She was also the Managing Director for the BU Urban Business Accelerator Program, an educational program that brought teams of trained BU students to economically disadvantaged neighborhoods in Boston with the goal of improving the financial capacity & business literacy of the local small business owners.

## EDUCATION

Beth holds an MBA from Boston University and a BA in economics and sociology from Brandeis University.

## BUSINESS EXPERTISE AND TRAINING EXPERIENCE

### **Marketing Edge Consulting Group, LLC – Founder and CEO: 1999 – Present**

### **Edge Institute – Training Division of Marketing Edge – 2013 - Present**

Beth conducts business growth workshops throughout the US for organizations ranging from publicly funded groups like the MA Supplier Diversity Office and the NH Manufacturing Extension Partnership to Fortune 500 companies like Fidelity Investments and Carrier Corporation.

She served as the Lead Instructor (Faculty Director) for Interise's nationwide training program, run in conjunction with the **US Small Business Association's Emerging Leaders (e200) Initiative**. This program provides training to executives of established businesses throughout the U.S. looking to strengthen and grow their existing businesses. Beth was instrumental in developing the 9-month curriculum and taught the business accelerator program in Massachusetts for several years.

Beth has custom-designed classroom and online business growth training programs ranging from 1/2 day workshops to intensive 9-month programs for a variety of companies as well as government agencies and organizations including:

- Carrier Corporation
- Fidelity Investments
- Association of Cleantech Incubators of New England (ACTION)
- The Enterprise Center at Salem State University
- The Northeast Electrochemical Energy Cluster
- The Massachusetts and New Hampshire Manufacturing Extension Partnerships (MassMEP and NHMEP)
- The MA Supplier Diversity Office
- Chinese Association of the Medical Device Industry
- CommonWealth Kitchen
- Revlon
- Interise/SBA Emerging Leaders Initiative
- The Guilford Savings Bank
- Fifth Third Bank
- Constant Contact
- Boston University's Center for Professional Education
- Small Business Development Centers at Clark University and UMass Amherst

Beth brings extensive practical work experience in marketing and sales to her teaching and to her practice at **Marketing Edge**. She has been responsible for creating and executing marketing and sales programs for high-tech, banking and manufacturing firms, both in the U.S. and Europe. In her early career, Beth recruited and managed a 250-person sales force for a national healthcare provider and uses this sales expertise to help her clients understand the importance of blending sales and marketing techniques to achieve top line growth. She regularly conducts customer discovery surveys and performs extensive market research for her clients with results driving critical business decisions that support their ability to grow.

Beth has worked with a variety of companies and organizations including, but not limited to:

- **Education:** Babson College, BU Executive Leadership Center, Brandeis International Business School, Brandeis Heller School, Enterprise Center at Salem State, Interise, Gordon School, Young Broadcasters of America.
- **Clean Energy/Tech:** Association of Cleantech Incubators of New England, Northeast Electrochemical Energy Storage Cluster, Sustainable Innovations.
- **Manufacturing/Construction:** Algonquin Industries, Aquabotix, Carrier, Henry Perkins Co., Lemoi Erectors, Maerkisches Werk GmbH, Market Forge, MA Manufacturing Extension Partnership.
- **Health Care & Medical Technology:** BU Rehabilitation Services, Complya, MTD MicroMolding, New Medico Neurologic Rehabilitation Services, TeleEMG.
- **High-Tech:** Cutter Consortium, Eggrock Partners, eXcelon Corp., NRG-Edge, PlaceLinks, Triunity.
- **Banking & Financial Services:** Fidelity Investments, 360 Federal Credit Union, Ascend Consulting, Farmington Savings Bank, Guilford Savings Bank, Waldron Rand.

## **What Business Experts Are Saying...**

*Beyond her extensive marketing experience, Beth applied knowledge in Organizational Behavior and the ability to drive practical, adaptive marketing and training solutions that aligned with our organization's maturity and culture. Beth is very execution focused, consistently looking to move progress forward and measure impact. I found her to be insightful, energetic and a trusted partner*

Darrell Fernandes, Head of IT Strategy and Planning  
Fidelity Financial Services

*Whether you are looking for a guest speaker, panelist, writer, business advisor or expert in small business – tapping into Beth's 20+ years of experience should be high on your priority list. She is **that good!***

Brian Moran, Executive Director Sales Development  
The Wall Street Journal

*Motivating. Insightful. Engaging. Beth is a trusted colleague and exceptional entrepreneur. She has honed a set of credentials that set her apart as an entrepreneur, consultant, educator, and author. I admire Beth's unrelenting commitment to bringing best-of-class marketing know-how to her business and her students.*

Suzanne Otte, Director of Marketing  
Boston University School of Management

*Lucky By Design is a must-read for any entrepreneur who has wondered why some people seem to consistently benefit from lucky breaks while others seem to just miss. Beth provides a clear and easy-to-follow process for any small business to improve their odds of success*

Peter R. Russo, Director, Entrepreneurship Programs  
Boston University School of Management

*Beth has the perfect personality and teaching style that keeps people engaged. The individuals engaged in the Business Growth Program she ran for the Massachusetts Supplier Diversity Office indicate that she is not only wonderful but has also helped them accelerate growth in their companies.*

Reginald A. Nunnally, Executive Director  
MA Supplier Diversity Office

*Beth has taken her years of real-world experience and put it into an easy to read format. The conversational style of "The Ultimate Small Business Marketing Toolkit" mixed with simple frameworks and practice tips makes this a must read for any small business owner.*

Dr. Candida Brush, Chair, Entrepreneurship Division  
Babson College

**Beth is extraordinary.** *She is fun, responsive, intelligent, sharp-witted, flexible and caring. I would not have made it through the 6-month, 13-session program were it not for her ongoing support and wisdom.*

Gail Zelitzky, Instructor  
Chicago e200 Emerging Leaders and President, NAWBO Chicago

**Beth was amazing!** *Her keynote was so carefully planned and executed to deliver the most valuable information in a limited time. I received great feedback. Thank you, Beth, for making the NY Women's Leadership Exchange Conference such a success!!*

Andrea March, Co-Founder  
Women's Leadership Exchange

*Beth presented her no-stone-left-untuned approach to customer discovery and development at our Cleantech Open Accelerator Program. Not only was her presentation interactive and well-received but even our non-profit organization learned new lessons for developing our own customer relationships.*

Alexandra Adler  
Northeast Regional Director, Cleantech Open

Profile: Beth Goldstein, MBA: Marketing Edge Consulting Group and the Edge Institute