



Consultant Profile: **Beth Goldstein**

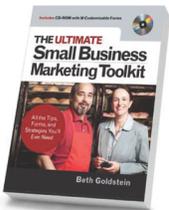
Author, consultant, trainer, speaker, and coach, **Beth Goldstein** founded **Marketing Edge Consulting Group, LLC** to empower business owners to successfully launch and grow their companies.



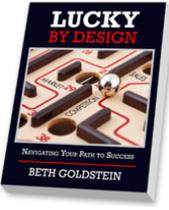
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Known for her ability to connect with audiences, Beth Goldstein is a much sought-after speaker, trainer, coach and consultant. She has spent the last 25 years helping entrepreneurs launch and grow their businesses. Through her work as President of Marketing Edge Consulting Group, she shows business owners how to apply customer knowledge to create business growth, branding and marketing programs that drive revenue 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 **Lucky By Design**, Beth exposes 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 as she details what it takes to **'get lucky'** in business and shows you simple, yet effective steps to **navigate your path to success** and **design your own luck**.



Beth teaches entrepreneurship and marketing courses at Babson College. Previously she taught marketing courses at the Heller School for Social Policy & Management at Brandeis University. She also spent 13+ years at the Boston University School of Management where she taught entrepreneurial sales & marketing courses, ran their New Venture Competition and served as the Faculty Director for the university's nationally ranked Online Graduate Certificate in Entrepreneurship Program.



Beth conducts business growth workshops throughout the US for organizations ranging from publicly funded groups like the MA Supplier Diversity Office to Fortune 500 companies like Fidelity Investments and Carrier Corporation. She served as the Lead Instructor 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.

Beth brings extensive practical work experience in marketing and sales to her teaching and to her consulting practice at **Marketing Edge**. She has been responsible for creating and executing branding, 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 achieve solid growth.

Beth has over 25 years of direct industry experience and holds an MBA from Boston University and a BA in economics and sociology from Brandeis University.

Beth has worked with a variety of companies in a number of industries including:

- Education: 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, 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: 360 Federal Credit Union, Ascend Consulting, Farmington Savings Bank, Fidelity Investments, Guilford Savings Bank, Waldron Rand.

Social Connections

- Websites: [Marketing Edge Consulting Group](#), [The Edge Institute](#)
- Twitter: [@marketingedge](#)
- LinkedIn: [marketingedgeboston](#)
- YouTube Channel: [BIGoldstein](#)
- Blog: [Lucky By Design](#)

In The News

In addition to being a guest expert on MSNBC's *Your Business* and *Entrepreneur Magazine* featuring an excerpt of her book, *Lucky By Design*, Beth has contributed to *Business Week's Small Business Tips*, *Reuter's Small Business Blog*, and has had articles published in, and been quoted by, a wide variety of business and news media. Some of the leading newspapers and magazines Beth has appeared in include: *Entrepreneur Magazine*, *Fortune Small Business*, *NewsDay*, *Reuters*, *Boston Globe*, *Boston Herald*, *CNNMoney.com*, *Chicago Tribune*, *The San Francisco Chronicle*, *U.S. Chamber of Commerce Magazine*, *Boston Business Journal*, *Self Employed Magazine*, and *Small Business Success*.

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 to her students.

Suzanne Otte, Director of Marketing
Boston University School of Management

Consultant Profile: Beth Goldstein, Marketing Edge Consulting Group, LLC

Lucky By Design is a **powerful reminder** that good fortune is a direct result of hard work. Beth provides tips on how to position yourself -- and your company -- so that luck will come your way.

Colleen DeBaise, Special Projects Director
Entrepreneur Magazine

I have worked with Beth for 10 years. She continues to be an asset to my business. Her marketing expertise, coupled with her great business sense have created turnkey strategies in sales, marketing and the overall running of my business. Her ability to focus a creative mind like myself has changed the way I do business and helped tremendously with my growth. Beth has molded my mindset that with the right plan, focus and ability to see an area of weakness before it becomes a problem and ensure my business grows.

Joanna Alberti, Founder and President
PhiloSophie's Design Studio & Boutique

Beth's energy and enthusiasm for marketing and sales is contagious. She helped us brainstorm through some thorny marketing/sales questions and brought tremendous clarity to our business. We went from NO Sales Plan to a clear, robust Sales Plan in two months - we're thrilled!

Jonathan Morse, President
Complya Consulting Group

Thanks to you and your team for doing an excellent job helping us determine the market need for our latest innovation. In the infinite scheme of things, you may have helped save our company!

Peter Kelley, National Sales Manager
Market Forge

Beth's expertise, with simple yet powerful questions, always brings clarity and focus to your company and brand. She quickly get to the heart of the matter in a manner that is energizing and productive. It's rare one comes across a consultant who knows business like Beth does.

Jodi Okun, Founder and President
College Financial Aid Advisors

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

We have worked with a variety of consultants and I am incredible impressed with the range of knowledge you bring. We are learning a lot from you and I do envision you as our business coach. The initial phases you conducted were dead on. It helped give us clarity and focus. We love your work and you are now part of our team.

Marvin Thomas, Co-Founder and President
Triunity Engineering & Management

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. She clearly communicates the importance of basing marketing decisions on reported customer needs rather than just guesses. 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

Everything about the Business Growth Program Beth taught has been invaluable to me. It has completely changed the way I do business and the confidence I have in myself as a leader.

Jeannette Kahn, Founder
North Shore Speech Therapy

Working with Beth has made a HUGE difference in my business and my ability to “own it.”

Liz Silva, Owner
Hamilton Bookkeeping