



Profile: Beth Goldstein

Author, educator, trainer, consultant, and coach, **Beth Goldstein** has spent the last 30+ years helping entrepreneurs, executives, small business owners, educators and students around the globe launch and grow their 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.

Beth is currently working on her third book with Sage Publishing focused on Entrepreneurial Marketing Strategy. 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 examined the fallacies and dangers of underestimating your own ability to control the destiny of your company and create powerful business opportunities. The book is being published in Chinese by Peking University Press. Beth's marketing advice was also featured in the **McGraw-Hill Small Business Resource Guide for QuickBooks Users** (2009) distributed to over 100,000 QuickBooks users.

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 Questrom School of Business where she taught entrepreneurial sales & marketing courses, ran their New Venture Competition for ten years and served as the Faculty Director for the university's top ranked **Online Graduate Certificate in Entrepreneurship** Program from 2005 to 2014.

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 SBA: Small Business Association's **Emerging Leaders (e200) Initiative**, providing training to hundreds of business owners throughout the U.S. She was also the Managing Director for the **BU Urban Business Accelerator Program**, an educational program that brought students to economically disadvantaged neighborhoods in Boston with the goal of improving financial capacity & business.

For Babson Global, Beth was on a 3-person MBA design team that created an innovative MBA program for the Mohammad Bin Salman College of Business and Entrepreneurship, Saudi Arabia. She also led the design teams for the Masters in Entrepreneurial Leadership and the 4-year undergraduate marketing degree.

Beth specializes in custom-designing classroom and online business growth training programs ranging from 1/2 day workshops to intensive 9-month programs for a companies as well as government agencies and organizations. She has taught in the U.S. and abroad including: **China, Egypt, Indonesia, Kuwait, Lebanon, Mexico, Nigeria, Oman, Saudi Arabia, Thailand** and the **United Kingdom**. Training programs include:

- **Marketing Growth Workshops** for HVAC Dealers, Carrier Corporation, USA
- **Communications and Branding Workshops** for Technology Managers, Fidelity Investments, USA
- **6-Month Business Growth Accelerator Programs** for Manufacturers, MA and NM Manufacturing Extension Partnerships, USA
- **9-Month Business Growth Accelerator Program** for Women and Minority-Owned Businesses, MA Supplier Diversity Office, USA
- **9-Month Business Growth Training Programs** for Inner-City Businesses, Interise/SBA Emerging Leaders Initiative – e200, USA
- **3-Day Entrepreneurial Finance & Innovation Program** for Professors, Oman SME Development Fund with Babson Global, Oman

- **International Business Accelerator Program for SME's**, UK Lebanon Tech Hub with Babson Global, Lebanon & UK
- **CEO Global Business Accelerator Program for SMEs**, The Mohammed Bin Salman College for Business & Entrepreneurship with Endeavor, Saudi Arabia
- **Fostering the Entrepreneurial Mindset in Kuwait** for SME's, SME National Fund with The World Bank with Babson Global, Kuwait
- **Pre-Incubation Entrepreneurship Program for University Incubators**, USAID's SEED Initiative with Babson College Executive Education, Egypt
- **Educators Boot Camp**, EGADE Business School, Tecnológico de Monterrey (Monterrey Institute of Technology and Higher Education), Mexico

UNIVERSITY FOCUS

Beth teaches courses at highly esteemed universities including:

Babson College/Babson Global

- Foundations of Management & Entrepreneurship: UG (2015 – current)
- Customer-Centric Marketing Campaign Design: MBA (2015 – current)
- Affordable Design and Entrepreneurship: UG with Olin College (2015)
- Sales Design and Management: GCEE/Bangkok (2016)
- Practicum I: Entrepreneurship and Idea Generation: GCEE (2014 – 2016)
- Practicum II: Developing an Entrepreneurial Business Plan: GCEE/Bangkok (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)

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 brings extensive practical work experience in marketing and sales to her teaching and to her consulting and training practice. She has worked with organizations in various industries ranging from clean energy/tech and manufacturing to healthcare, banking, financial services and education. 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.

What 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, Former Head of Enterprise Strategy and Planning
Fidelity Investments

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

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, Vice Provost of Global Entrepreneurial Leadership
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

Comments from Participants in a Variety of Training Programs Designed by Beth Goldstein

- The experiential training techniques used across the training was one of the best experience(s) that made it easier to engage and fully grasp the provided knowledge.
- Thanks Beth. I love the way you present.
- The program was a great addition to the learning, having us take (the) place of our participants through the experience was eye opening.
- One of the most interactive and useful program I had ever attended.
- The learning experience was exceptional. It was really entrepreneurial in the sense of creative learning methods and assignments. I will definitely apply it with my students.
- The program has definitely provided me with insightful knowledge and offered me a unique and rich hands-on experience that is valuable to me personally and professionally.
- A very useful and practical toolkit that will help you apply every single piece of what you learn and help others grow.
- Beth is really amazing. I admire everything she does.
- Examples were spot on and Beth's experience and recommendations were very useful.