



## Profile: Beth Goldstein

Educator, author, 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 organizations and careers.



**EDGE** INSTITUTE

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### **30+ Years Real World Business Experience \* 20+ Years Teaching Experience Training Entrepreneurs, Executives, Educators, and Students Around the Globe**

Known for her ability to connect with audiences, Edge Institute's founder, Beth Goldstein, is a much sought-after trainer, coach, and consultant. After more than 30 years helping entrepreneurs, executives, educators, and students around the globe launch and grow their organizations and careers, Beth returned to school to pursue her doctorate in educational leadership from Johns Hopkins University. Deep in the practice of living and teaching entrepreneurship, Beth was driven to better understand how adults learn, viewing this as the cornerstone of success and change.

Beth specializes in delivering experiential training programs that cultivate entrepreneurial thinkers with the confidence needed to lead courageously, and build innovative and purpose-driven organizations. Her training programs range from online seminars and 1-day workshops to intensive 9-month programs for large and small companies, universities, government agencies, and NGOs. Beth is passionate about education and has taught in the U.S. and abroad including: China, Costa Rica, Egypt, Germany, Indonesia, Kuwait, Lebanon, Mexico, Nigeria, Oman, Saudi Arabia, Thailand, and the United Kingdom.

Beth has authored three books on entrepreneurship and marketing including: *Entrepreneurial Marketing: A Blueprint for Customer Engagement* (2020), *Lucky By Design* (2011), and *The Ultimate Small Business Marketing Toolkit* (2007). She is a doctoral candidate at Johns Hopkins University, focusing on the role entrepreneurship educators play in helping their students develop confidence and entrepreneurial grit. She currently teaches at Babson College and is a business coach for Babson's Summer Venture Program and Harvard's Global Alumni Accelerator, LLX GEO. Previously, Beth has taught at Boston University (BU), Brandeis University, Tecnológico de Monterrey, Mexico, and the Isenberg School at UMass, Amherst. She spent ten years as the Faculty Director for BU's Online Graduate Certificate in Entrepreneurship and ran their Business Venture Competition.

Beth cares deeply about issues related to social justice and equity. She developed and teaches the business courses for the Massachusetts **Cannabis Control Commission's Social Equity Program**, designed to help individuals disproportionately harmed by marijuana prohibition and enforcement become successful cannabis entrepreneurs. 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. Her firm runs business and marketing training programs for cannabis-entrepreneurs through the Social Equity Program launched by the Massachusetts Cannabis Control Commission. 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 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.

Training programs include:

- **Communications and Branding Workshops** for Technology Managers, Fidelity Investments, USA
- **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

- **International Business Accelerator Program for SME's**, UK Lebanon Tech Hub with Babson Global, Lebanon & UK
- **Entrepreneurial Finance & Innovation Program** for Professors, Oman SME Development Fund, Oman
- **Advanced Management Program**, EGADE Business School, Tecnológico de Monterrey, Mexico
- **Successfully Entering Global Markets** for the Chinese Association of the Medical Device Industry, Shanghai
- **Marketing Growth Workshops** for HVAC Dealers, Carrier Corporation, USA
- **6-Month Business Growth Accelerator Programs** for Manufacturers, MA and NH MEP, 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

Beth teaches at highly esteemed universities including:

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

- EPIC: Entrepreneurship Program for Innovators and Changemakers (2020 – current)
- Customer-Centric Marketing Campaign Design: MBA (2015 – current)
- Foundations of Management & Entrepreneurship: UG (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**

- 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)

#### **Isenberg School of Management, UMass, Amherst**

- Marketing Strategy: MBA (2019 – present)

#### **Tecnológico de Monterrey, Monterrey, Mexico**

- Visiting Professor (2019)

### **EDUCATION**

Beth holds an MBA from Boston University and a BA in economics and sociology from Brandeis University. She is a doctorate candidate in Entrepreneurial Leadership in Education at Johns Hopkins 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 and Educational Partners 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 Beth's Classes & Training Programs**

- *The experiential training techniques used across the training was one of the best experiences that made it easier to engage and fully grasp the provided knowledge.*
- *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 programs 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.*
- *Beth is fantastic! She has a lot of knowledge and provided lots of resources for bootstrapping businesses. This was one of my favorite classes and helped me since I was actually in a stage where marketing is super important.*