

REVENUE GROWTH ARCHITECT

JEFF GOELZ



Strategic Growth Leader & Client Partnership Builder

TRANSFORMING AMBIGUITY INTO REVENUE

20+ Years of Architecting Multi-Million Dollar Growth

The Strategic Catalyst

Expert in navigating complexity to create organizational clarity. Trusted by C-suite leaders to bridge strategic vision with high-impact execution across healthcare, education, and media.

The Revenue Architect

Architected 71+ high-value client relationships with a **362% cumulative ROI** over two decades, converting 59% of outreach into multi-year partnerships.

The Growth Fixer

Proven resilience in market disruption—successfully engineering a **79% single-year rebound** post-pandemic and scaling accounts through transitions.

The Partnership Builder

Built 9-year and 18-year institutional partnerships from ground-zero, scaling engagements into multi-million dollar cumulative revenue streams.

Measurable Outcomes: A Legacy of Disciplined Investment

362%

CUMULATIVE ROI

78%

PROFIT EFFICIENCY

71

NEW CLIENT ORIGINATIONS

Generated multi-million-dollar net gain through targeted, research-driven relationship cultivation
without a formal marketing infrastructure.

Performance Evolution Across Three Operating Eras

Period 1 (2005-2010)

274% ROI

Period 2 (2011-2017)

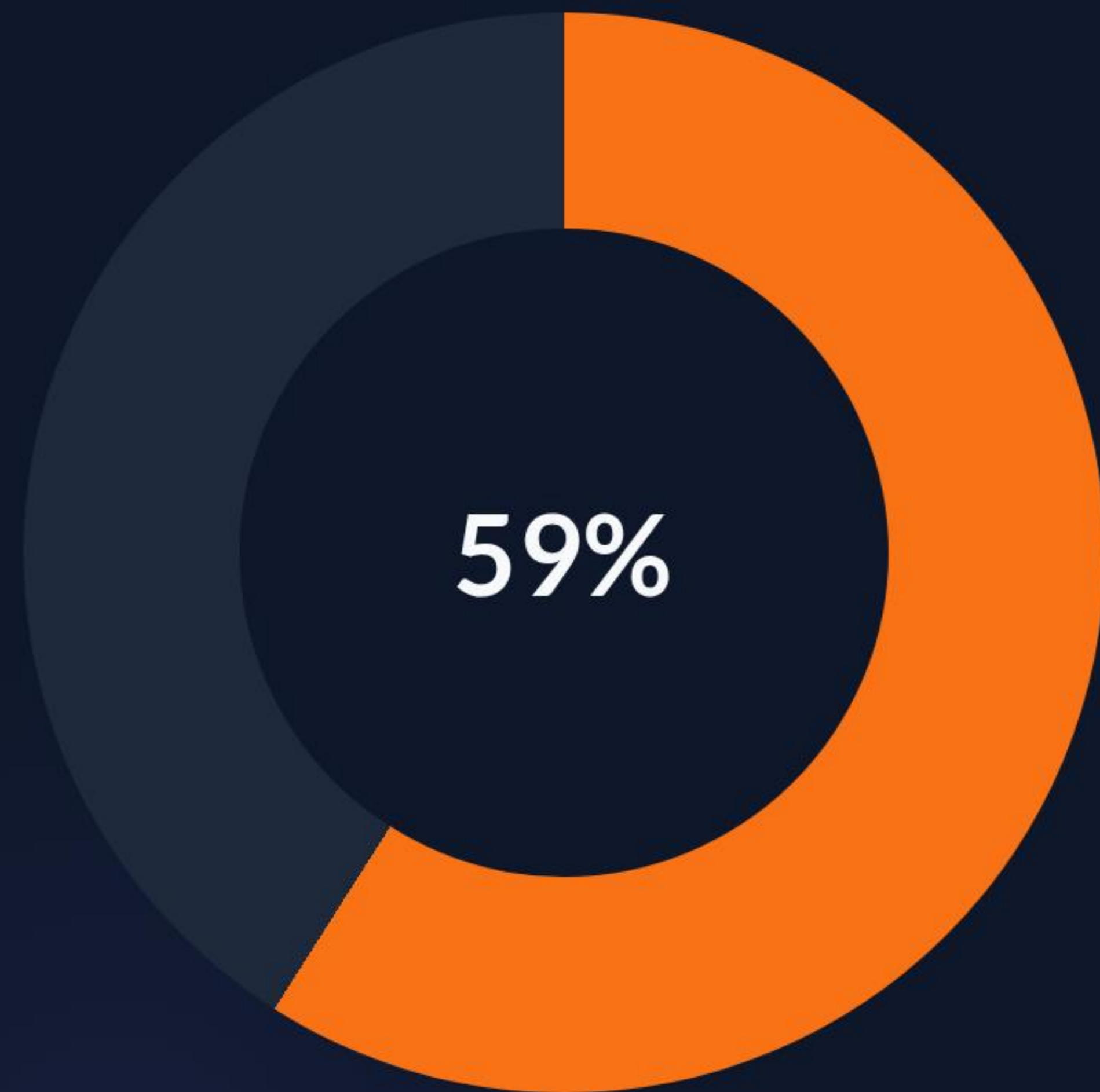
309% ROI

Period 3 (2018-2025)

444% ROI

Key Insight: Consistent acceleration of profit efficiency (82% in Period 3) driven by refined acquisition strategies and lifetime value engineering.

Relationship Conversion & Partnership Longevity



Converted Partnerships (Multi-Year)

Single-Project Engagements

3.7 Years

Average partnership duration without dedicated sales or marketing teams.

Case Study: Morehouse Healthcare (9-Year Journey)

From cold-outreach engagement to a multi-million-dollar cumulative revenue engine.

Origination

Initial cold outreach for a rebranding project.

Expansion

Scaled to integrated marketing for 8+ specialties.

Continuity

Navigated four major leadership transitions.

Impact

5,110 new patient visits driven in a single year.

Maturity

Multi-million dollar cumulative partnership value.

Case Study: NCTM Scalable Retainer Ecosystem

The Strategy

Transformed a 90-day pilot into a 3-year strategic partnership by designing a scalable retainer model that converted a project client into a sustained relationship.

+7.7%

Year 2 Retainer Growth

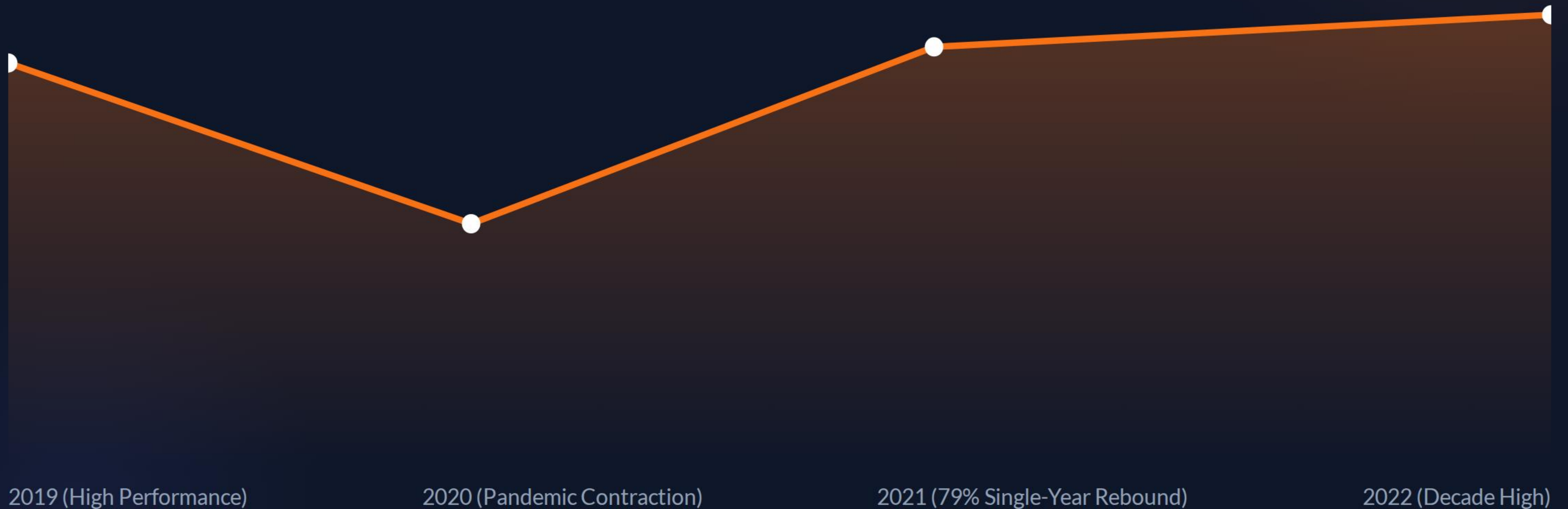
The Multiplier

Architected a dual-firm model, positioning one as the strategic partner and another as execution, multiplying concurrent revenue across a single client ecosystem.

+12%

Year 3 Retainer Growth

Operational Resilience: Rebuilding After Disruption







Successfully engineered a 79% single-year rebound after a 56% contraction, reaching the decade's highest performance

Portfolio Breadth: High-Value Strategic Clients

ORGANIZATION	INDUSTRY	PARTNERSHIP TYPE	LONGEVITY
Morehouse Healthcare	Healthcare	Integrated Marketing / Growth	9+ Years
Smithsonian Institution	Government / Culture	Strategic Design / Archives	Multi-Year
Capitol Technology University	Education	Retained Growth Strategy	18 Years
Nat. Geographic Partners	Media / Science	Business Development	Multi-Year
Emory University	Healthcare / Ed	Sponsorship Acquisition	Inaugural Event

The Toolkit: Strategy & Revenue Infrastructure

-  **Revenue Architecture:** Pipeline development and research-driven growth.
-  **Partnership Mgmt:** Managing high-value C-suite client relationships.
-  **AI-Assisted Strategy:** Certified in AI brainstorming and research (Google 2026).
-  **GTM Strategy:** Aligning brand positioning with measurable outcomes.

"Growth isn't just about volume; it's about the discipline of turning ambiguity into momentum and relationships into revenue."

JEFF GOELZ

STRATEGY | EXECUTION | RESULTS

Ready to book a meeting?

GIVE ME A CALL TODAY.



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Location

Atlanta, GA



Focus

Growth Leadership