

JEFF GOELZ

Business Development & Strategy Leader | Revenue Growth Architect | Client Partnership Builder

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PROFESSIONAL SUMMARY

Strategic growth leader with 15+ years of experience architecting multi-million-dollar revenue opportunities, building high-value client partnerships, and translating creative vision into measurable business outcomes. Catalyst, builder, fixer, and integrator — trusted by C-suite leaders to step into complexity, create clarity, and drive results. Known for scaling accounts, building consensus, and leading cross-functional teams across healthcare, education, nonprofit, media, and consumer sectors. Bridges strategic thinking with hands-on execution, turning ambiguity into momentum and relationships into revenue. Seeking a leadership role in strategy or revenue growth within a 200+ employee organization.

CORE CAPABILITIES

Business Development Strategy • Revenue Growth & Pipeline Development • Client Partnership Management • Fractional CBO & Strategic Advisory • Sponsorship & Exhibitor Acquisition • Go-to-Market Strategy • Cross-Functional Team Leadership • Creative Strategy & Brand Positioning • Stakeholder Engagement • Strategic Planning & Execution • Market Analysis & Opportunity Identification • Conference & Event Strategy • Proposal Development • P&L Responsibility • CRM & Relationship Intelligence (Daylite) • AI-Assisted Strategy & Research (Google AI, 2026)

LEADERSHIP HIGHLIGHTS

- Delivered 362% cumulative ROI over 15+ years, generating multi-million-dollar net gain on disciplined investment while maintaining 78% average profit efficiency across three distinct operating eras.
- Originated 71 new client relationships across 11 industries, converting 59% into multi-year partnerships averaging 3.7 years — without a dedicated sales team or formal marketing infrastructure.
- Built a 9-year strategic partnership with Morehouse Healthcare and Morehouse School of Medicine from a cold-outreach engagement, navigating four leadership transitions, including a \$207K integrated campaign that drove 5,110 documented new patients in a single fiscal year.
- Recovered from a 56% revenue contraction during pandemic-era disruption and rebuilt to the decade's highest performance within 24 months — a 79% single-year rebound.
- Grew a 90-day NCTM pilot into a 3-year strategic partnership (retainer +7.7% in Year 2, +12% in Year 3) by designing a scalable retainer model.

PROFESSIONAL EXPERIENCE

Goelz+Co, LLC — Atlanta, GA (2005 – Present)

National client engagement on fractional retainers and a passive revenue model.

Principal & Fractional Chief Business Officer (2018 – Present)

- Achieved highest ROI in company history at 444%, operating at 82% profit efficiency across an 8-year period.
- Architect end-to-end business development across healthcare, education, member associations, and nonprofits.
- Clients originated: National Geographic Partners, Smithsonian Institution, Morehouse School of Medicine, NCTM, AACN, Communities In Schools, Society of Interventional Radiology, Marymount University.
- Featured in Atlanta Business Chronicle (2020); Delta Community Credit Union pandemic small-business campaign spokesperson (2020–2021); quoted in Atlanta Journal-Constitution (2023).

Principal • Client Strategy & Partnership Development (2011 – 2017)

- Increased ROI to 309%, improving profit efficiency to 76% over a 7-year period.
- Originated the 9-year Morehouse Healthcare partnership and engagements with Johns Hopkins Medicine–NCR, K12/Stride, Georgetown McDonough, AACN, CASE, and SURA.

Founder & Principal • Business Development & Growth Strategy (2005 – 2010)

- Founded and built Goelz+Co from the ground up, achieving 274% ROI during the firm's formative years.
- Secured 22 sponsors and exhibitors (66% of all commitments) for Emory's inaugural AIMS on BioDesign — a 9:1 return — qualifying 154 high-fit companies from a raw list of 296.
- Clients originated: Hasbro, The Weather Channel, HGTV, International Spy Museum, IFAW, Capitol Technology University, The Design Channel, Fuszion.

Hire Intellect (now Aquent) — Atlanta, GA · Director, Marketing & Business Development

- Expanded customer portfolio by 650% and increased gross profit margin by 53%; led a website redesign that boosted traffic 61%.
- Credited with building the company to the point of acquisition.

Access Marketing Group, Inc. — Atlanta, GA · Manager, Corporate Business

- Operated as de-facto COO — a \$1.2M operating budget, key accounts (BASF, Dow Chemical, Shaw Contract Group), team scaled from 4 to 15+ — raising profit margins 69%.

CERTIFICATIONS

Google AI Certificate Series — Fundamentals · Brainstorming & Planning · Research & Insights · Writing & Communicating · Content Creation · Data Analysis (Google, 2026)

Certified Agency Financial Manager (The Second Wind Network, 2000)

EDUCATION

Bachelor of Science, Business Administration — Marketing & Mass Communications
Southern Illinois University Edwardsville