



3420 Pump Rd. #132
Richmond, VA 23233
804-360-3122
Michael.guld@guldresource.com

Michael Guld Bio

Michael Guld is a nationally recognized author, speaker, entrepreneur, and radio commentator, whose business development expertise lies in increasing sales performance, marketing exposure, employee productivity, and creating a world-class service experience. He is creator and host of “Talking Business with Michael Guld,” airing on Central Virginia’s Public Radio. Guld is co-executive producer of *MDTV News Medical Now* and the *Better Business New Journal*. He has been a frequent speaker at national and state associations, as well as corporate and non-profit organizational events.

Guld has lived the “radio dream,” building a radio group from the ground up. His Mission Statement while managing the station group reflected his operating philosophy...

Entertain Our Listeners...Ratings will follow
Superserve Our Clients...Revenue will follow
Take Care of Our Staff...Loyalty will follow
Take Care of Our Community...And everything else will take care of itself.

Guld’s tagline for his consulting company is “*Building Profits Through People, Promotion and Passion*” reflecting his belief that profits follow when you do the “right things”. His mission is to prove that “nice guys can finish first.”

Throughout his career, he has helped hundreds of companies grow their business and has become a valuable resource in advising his clients on all aspects of their strategic initiatives. As a business development specialist, he has been interviewed by dozens of national publications including *Entrepreneur.com*, *Fortune Small Business* and *HR World*. His articles have appeared in a number of trade publications including *Leadership Excellence*, *Radio Ink* and *Furniture World*. Guld was featured in the prestigious *Radio and Records: Publisher’s Profile*. He is also the author of [The Million Dollar Media Rep: How to Become a Television and Radio Sales Superstar](#), teaching broadcast sales executives how to grow their client’s business.

Guld received his BBA and MBA from the University of Georgia. While operating the radio stations, his station group was awarded the Virginia Association of Broadcaster’s highest award recognizing community service. The stations were also the recipient of the Media Partner Award from the American Cancer Society. Currently, he is President of



the Virginia Association of Broadcasters and sits on the board of the Better Business Bureau and the Retail Merchants Association. He has been married to Natalie for 21 years and together, they have three children.