

# **Charles F. Goetz**

**Senior Lecturer in Organization & Management and Distinguished Lecturer in Entrepreneurship at Emory University, Goizueta Business School**  
Atlanta, GA, US

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## **Description**

Charles Goetz joined Goizueta Business School in the fall of 2001. Prior to his foray into academia, he had over fifteen years of experience in developing, implementing and growing entrepreneurial ventures. Goetz has been responsible for starting and building nine new ventures to date, employing more than 1,000 employees and delivering returns to investors in many cases far exceeding initial investment expectations. These companies operated in six unique industries including: banking, healthcare, radio broadcasting, sports, real estate and advertising. He has been awarded three patents and numerous copyrights. Goetz is still actively involved in investing in new businesses and sits on a number of both private business and not-for-profit boards.

As a lecturer, Goetz teaches BBA, MBA, Executive MBA and PhD studentsâ€™™ the following courses: Introduction to Entrepreneurship, Applied Entrepreneurship, Business Development, and directed study.

Goetz has written three books. They are: The Great Entrepreneurial Divide â€™“ The Winning Tactics of Successful Entrepreneurs and Why Everyone Else Fails! and So You Want to Start a Business? - 8 Steps to Take Before Making the Leap. His third book is his first novel, a political thriller. It is titled Angels of Conspiracy and will be released soon.

In addition, Goetz is responsible for the development of â€™œMarketnomics,â€™• a mathematical model based on calculus that quantifies perceived customer value by product features resulting in product offerings with substantially greater value propositions at lower costs and higher demand.

Goetz is regularly interviewed by both local and national media on small business and entrepreneurship topics. Examples of recent interviews include: CNN: Small businesses that do well in recessions; NPR: What small businesses need to do to be successful in difficult times; Fox News: The implications on small business of the health care legislation.

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## **Industry Expertise**

Education/Learning, Research, Business Services

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## **Topics**

Entrepreneurship, Innovation, Business Start-Ups, Business Development, Product Design Development and Market Entry

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## **Affiliations**

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## **Education**

**University of Texas at Austin**  
M.B.A. Business Administration

**Emory University**  
B.A. Economics and History

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## **Accomplishments**

**Most Inspiring Educator Award, Emory Executive MBA Program**  
2009, 2010

**Distinguished Lecturer Award**  
2006

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