



Liz Goodgold  
International Branding Coach,  
Author & Speaker



## Liz Goodgold

### Author of *How to Speak Gooder*

Liz is an author, coach, consultant, and motivational “speaker” who shares how to brand out, stand out, and cash in on your business.

#### Big Company, Big Stage Experience

This fiery redhead has engaged audiences at Pfizer, Warner Brothers, Abbott Labs, Qualcomm, and over 150 other companies and associations. She is a former brand manager at Quaker Oats, Business editor at Times Mirror, and lowly book “schlepper” at Macmillan Publishing. She gives over 75 talks per year across the globe including Hawaii, Canada, and China.

#### Author and Contributor

Liz is the author of 3 books: *How to Speak Gooder*, *Red Fire Branding*, and *DUH! Marketing*, and a contributor to 5 others including the latest revision of *Small Business Marketing for Dummies*. She was the branding columnist for *Entrepreneur* magazine reaching over 1.1 million readers each month.

#### Media Savvy and Experienced

Liz’s quick wit and quips gets her quoted in *The Huffington Post*, *The New York Times*, *Fortune*, and *The Wall St. Journal*. You can hear her sexy soundbites as the celebrity branding expert on *Hollywood Scandals* for seasons 1 and 2.

Liz Goodgold Bio

RedFire Branding

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RedFire Branding | Liz Goodgold | (858) 550-7000 |liz@redfirebranding.com  
www.RedFireBranding.com