

PRESS & BOOKING KIT

The couple who won't let the business quietly take the marriage.

Steve and Melissa Fultz still run the family companies they teach from. They wrote *The Owner Shift* for owners who built something real and are now quietly wondering whether they can ever leave it.

Book Steve & Melissa



THE ANGLE MOST HOSTS TAKE

The Marriage Board Meeting

For owners in their fifties and sixties who run the business with their spouse, the business and the marriage are not two separate things. The business takes the best hours of the day, the last conversation before bed, and the vacations that never fully unplug.

The Marriage Board Meeting is the Fultzes' answer: a monthly, hour-long, non-optional meeting where two owners step out of the day-to-day and meet as partners in both the business and the life they built it for. It is not a date night. It is not a fight about operations.

The line that tends to land on air: "If the business gets fixed but the marriage doesn't, we haven't helped you. We've just rearranged the furniture in a house you're going to lose."

COPY-AND-PASTE BIOS

Bios, three lengths

Steve and Melissa book as a team. Use the pair bio unless the show specifically wants one of them.

Steve & Melissa Fultz

INTRO READ • 25 WORDS

Steve and Melissa Fultz run real family companies and teach other owners to build businesses that no longer need them. Authors of *The Owner Shift*.

STANDARD • 60 WORDS

Steve and Melissa Fultz are the husband-and-wife team behind The Fultz Group. Unusual among advisors, they still run the companies they teach from: a portfolio of East Tennessee businesses rooted in the fuel-tanker operation Steve's father started in 1964. Their book *The Owner Shift* helps married owners step out of the day-to-day without losing the marriage along the way.

FULL • 165 WORDS

Steve and Melissa Fultz are the husband-and-wife team behind The Fultz Group, the Knoxville advisory firm they founded in 2015 under the banner "Where Wall Street Meets Main Street."

They are unusual among business advisors in that they still run the companies they teach from. Steve is a second-generation co-owner of a portfolio of East Tennessee businesses rooted in the fuel-tanker operation his father, Pat Fultz, started in 1964, and he grew the family business from \$6 million to more than \$10 million. Melissa spent more than twenty years inside a Fortune-scale healthcare and automation company, where her most recent role contributed to more than \$1.5 billion in revenue, and Gartner published a 2017 white paper built around a toolkit she developed.

Together they are the authors of *The Owner Shift* and *Family Business Facelift*. Their work centers on a blunt conviction: if the business gets fixed but the marriage doesn't, nothing has actually been helped.

Steve Fultz, PhD

SOLO • 70 WORDS

Steve Fultz, PhD, sits where three worlds rarely meet: strategy, people, and technology. He holds a doctorate in counseling psychology from the University of Tennessee, spent about 25 years on church staffs, and has roughly four decades of operating experience running family companies. He grew the family business from \$6 million to more than \$10 million, and now designs AI agents that handle repeatable work inside his own operations.

Melissa Huff Fultz

SOLO • 70 WORDS

Melissa Huff Fultz brings more than 25 years as a sales executive, marketing professional, and entrepreneur. Inside a Fortune-scale healthcare and automation company, her most recent role contributed to more than \$1.5 billion in revenue. She is a Consultant of the Year winner, a repeat member of the Circle of Excellence and President's Club, a national-conference speaker, and the international best-selling author of *The Art of Alignment*.

How to introduce them: "Steve and Melissa Fultz. He has a PhD in counseling psychology and four decades running his family's companies. She spent twenty years inside a Fortune-scale operation. Together they wrote *The Owner Shift*, and they still run the businesses they teach from."

SEGMENT-READY

What we can talk about

Each of these has been lived, not researched.

The succession conversation most couples never have

Why owners in their sixties keep postponing the one conversation that decides everything, and the structured way to finally have it at the kitchen table.

The Marriage Board Meeting

How two owners stay married while running the same company. The monthly hour that protects both.

The Five Traps that keep owners stuck

Identity ("I am the business"), Trust ("Nobody will do it right"), Tech ("I'm not a tech person"), Marriage ("We'll fix us later"), and Mortality ("I'll slow down when things slow down").

Becoming obsolete by design

The R.E.S.T. method: record the rules, empower the team, systematize the flow, test the trust. Built around the note cards Steve's father kept for 50 years.

The Ownerless Business Ladder

Five rungs from owner-dependent to ownerless growth. Most owners spend an entire career on the first two and never know there are five.

Growing a 1964 family business, and what it cost

From \$6 million to more than \$10 million in a fuel-tanker business Steve's father founded. The honest version, including what it took out of the marriage.

FOR YOUR PREP DOC

Suggested questions

Steal these, or ignore them entirely. They are here to save you twenty minutes.

- 01** You say if you can't rest, you don't really own it. What does that mean for someone who hasn't taken a real vacation in nine years?
- 02** You two run companies together and you're married. What breaks first, the business or the marriage?
- 03** What is a Marriage Board Meeting, and why do you say it's non-optional?
- 04** Steve, you have a doctorate in counseling psychology. What does that let you see in an owner that a normal consultant misses?
- 05** Melissa, you spent twenty years inside a Fortune-scale company before coming home. What does big-company thinking get wrong about small businesses?
- 06** Your father kept note cards for fifty years. What was on them, and why do they matter now?
- 07** Which of the Five Traps do you see most often, and which one is the most dangerous?
- 08** What do you say to the owner who tells you nobody can do it as well as they can, and is probably right?
- 09** What is the first thing an owner should do Monday morning to start becoming unnecessary?

ON THE MIC AND IN PRINT

Press & appearances

PODCAST

Confronting Fear: A Deep Dive with Dr. Steve Fultz, PhD

A conversation on fear, courage, and the decisions owners avoid. December 18, 2023

THE DIGITAL SLICE

Helping Older Business Owners Embrace Technology

With Brad Friedman · February 27, 2026

THE CTO SHOW WITH MEHMET

Uncovering Hidden Millions: Tech and AI for Family Business Growth

October 2, 2025

THE EMPOWERED NETWORK

Lesson from This Couple who Transformed Hundreds of Businesses

The Empowered Entrepreneur · Season 2, Episode 6 · September 11, 2025

FOUNDER'S FUTURE

Building Sustainable Family Businesses with Steve and Melissa Fultz

August 21, 2025

FOUNDER WISDOM PODCAST

Steve and Melissa Fultz

With Charles Cormier · August 7, 2025

THE JULIUS FILEZ

The Transition from First to Second Generation in Business

Episode 93 with Jasan R. Julius · April 5, 2024

TECHBULLION

The Fultz Group Launches Initiative to Bridge the AI Gap for Gen X Business Owners

May 17, 2025

THE RITZ HERALD

Family Business Facelift: A Revolutionary Approach for Family Businesses

May 30, 2025

BOARDSI

From Family Business to Future-Ready: Lessons in Leadership with Steve and Melissa Fultz

Interview by Martin Rowinski · June 19, 2025 · [watch the video](#)

Our launch announcement was syndicated to 500+ outlets, including NBC, ABC, CBS, and FOX affiliates. Additional appearances are being added. For a current list or a specific clip, email us and we will send it the same day.

PUBLISHED JULY 2026

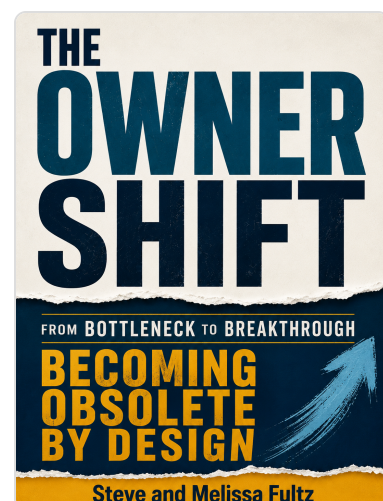
The Owner Shift

From Bottleneck to Breakthrough: Becoming Obsolete by Design.

Shows married business owners how to step out of daily operations using the R.E.S.T. method, and guides couples through the succession conversation most never have. Available in paperback and Kindle.

- Also authors of *Family Business Facelift* (2025) and its Companion Workbook
- Steve: *More Than Just a Website* (2015), international best-seller
- Melissa: *The Art of Alignment* (2015), international best-seller

[The book on Amazon](#)



FOR YOUR LISTENERS

Where to send people

Four doors. Listeners pick whichever one fits where they are right now.

Read the book

The Owner Shift, in paperback and Kindle.

[Amazon](#)

Take the free check

Ten questions. One honest read on where you stand.

[Bottleneck Score](#)

Have a conversation

A diagnostic session, not a sales pitch.

[Talk with us](#)

Get the newsletter

Owner-to-owner, every week.

[Subscribe](#)

BOOKING

Get in touch

We answer our own email. Tell us the show, the format, and roughly when, and we will come back to you quickly.

steveandmelissa@thefultzgroup.com

- Based in Knoxville, East Tennessee. Available remote or in person.
- Steve and Melissa appear together by default. Either can appear solo on request.
- Websites: theownershift.com · thefultzgroup.com · stevefultzphd.com
- LinkedIn: [/in/stevefultzphd](https://www.linkedin.com/in/stevefultzphd) · [/in/melissahufffultz](https://www.linkedin.com/in/melissahufffultz)