

— PRESS & BOOKING KIT

I have spent my life in three rooms at once.

A doctorate in how people actually work. Family companies I have co-owned since 2010, rooted in a business my father started in 1964. And AI agents I designed to work alongside our people. Most people teach one of those. I have lived inside all three.

Book Steve



— THE THESIS

Why the combination matters

Consultants understand strategy but have never signed the front of a paycheck. Coaches understand people but cannot survive a Tuesday on the shop floor. Technologists understand machines but have never run a thing.

Psychologist

A PhD in counseling psychology from the University of Tennessee, and about 25 years serving on church staffs. I work on the human bottleneck behind the business problem, not just the spreadsheet.

Operator

Roughly four decades of operating experience. Second-generation co-owner since 2010 of companies rooted in the fuel-tanker business my father, Pat Fultz, started in 1964. I grew the family business from \$6 million to more than \$10 million.

Builder

I design and deploy AI agents inside my own companies to handle repeatable work, and I co-founded PartsNow.ai, a live AI-native parts marketplace now in both app stores. Its AI engine is TalkRev.ai, the technology company of my partner Manna Justin. I bring the operator's read on what to build; his team builds the technology.

Everything I share is field-tested first. Not in a classroom. In real companies, some older than I am, with real customers and real consequences when I am wrong.

— STRATEGIST FIRST

I don't write the code. I know exactly what to build.

PartsNow.ai is a live, AI-native marketplace for heavy-duty truck and trailer parts. I co-founded it with Manna Justin, whose company TalkRev.ai builds the AI engine. My job was knowing exactly what the industry needed. His team's job was building the technology to deliver it.

The insight came from the shop floor: a technician under a truck often can't name the part he needs. So PartsNow lets him describe the symptom, photograph the greasy component, or point live video at it, and the AI engine, built by TalkRev.ai, identifies it through an assistant named Mike. Mike is free, and answers by phone, text, web, or video, in English and Spanish. "Describe the problem. We'll find the part."

Live now

Web app plus native apps in the Apple App Store and Google Play.

50,000+ parts

Across a network of dealers, with nationwide shipping and local pickup.

The engine

TalkRev.ai, the technology company of my PartsNow partner, Manna Justin.

Covered by the trade press

Fleet Equipment, Trucks Parts Service, and Aftermarket News, the outlets my own industry reads.

See PartsNow.ai

— NOT A SOLO ACT

Melissa is not behind the scenes.

My wife and business partner is in every one of these companies with me, and she is a co-headliner on every stage we take.

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. Gartner published a 2017 white paper built around a toolkit she developed. She is a Consultant of the Year winner and an international best-selling author in her own right.

We book together by default. I bring the vision and the why. Melissa brings the execution and the how. If you want one of us solo, just ask.



— COPY AND PASTE

Bios

STEVE, INTRO READ · 25 WORDS

Steve Fultz holds a PhD in counseling psychology, has run family companies for four decades, and builds AI agents inside them. Psychologist, operator, builder.

STEVE, STANDARD · 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, STANDARD · 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*.

THE PAIR, 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.

— SEGMENT-READY

What I can talk about

These lean toward the psychology. If you want the tactical version, the other kits go there.

Why owners psychologically cannot let go

The Identity Trap. When a person and a company fuse, stepping back does not feel like delegation. It feels like disappearing. A psychologist's read on the most common reason succession fails.

The Mortality Trap

"I'll slow down when things slow down." What owners in their sixties are really avoiding, and why the conversation keeps getting postponed until it is had for them.

Three rooms nobody occupies at once

Strategy, people, and technology. Why advice from any one of the three keeps failing on the shop floor, and what changes when someone has lived in all three.

What 25 years on church staffs taught me about business

An unusual credential for a business strategist, and the most direct training in human systems I ever got.

Building an AI workforce inside a 1964 company

Not a thought experiment. What actually happened when I put AI agents to work alongside our people, and what the people thought about it.

The note cards my father kept for fifty years

How one man's handwritten judgment became a documented system, and why every owner is sitting on the same undocumented asset.

— FOR YOUR PREP DOC

Suggested questions

Steal these, or ignore them entirely.

- 01 You have a doctorate in counseling psychology and you run a trucking-adjacent business. How does that combination even happen?
- 02 What do you see in a business owner that a normal consultant walks right past?
- 03 You say owners fuse with their companies. What does that fusion actually look like from the outside?
- 04 Why is "I'll slow down when things slow down" such a dangerous sentence?
- 05 You spent 25 years on church staffs. What did that teach you that an MBA would not have?
- 06 You built AI agents inside a company your father started in 1964. How did the people react?
- 07 Your father kept note cards for fifty years. What was on them?
- 08 What is the hardest thing you have personally had to let go of in your own business?
- 09 You work with your wife. What does that require that people underestimate?

— COVERAGE

Press & appearances

PODCAST

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

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

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

BOARDS!

From Family Business to Future-Ready: Lessons in Leadership

Interview by Martin Rowinski · June 19, 2025

Our launch announcement was syndicated to 500+ outlets, including NBC, ABC, CBS, and FOX affiliates. Additional podcast appearances are being added. Email for a current list or a specific clip.

— CREDENTIALS

Ph.D., Counseling Psychology

University of Tennessee, Knoxville

Four books

The Owner Shift (2026) · *Family Business Facelift* (2025) · *More Than Just a Website* (2015) · with Melissa's *The Art of Alignment* (2015). Two international best-sellers.

Operating companies

Post Leasing & Sales · Knox Trailers · Post Onsite · PartsNow.ai

Signature frameworks

The R.E.S.T. Method · The Five Traps · The Ownerless Business Ladder · The Owner's Almanac · The Marriage Board Meeting

— 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.

[Start a conversation](#)

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

Location

Knoxville, East Tennessee. Available remote or in person.

Format

Steve and Melissa appear together by default. Either can appear solo on request.

Online

stevefultzphd.com · thefultzgroup.com · theownershift.com · aiforfamilybusiness.com

LinkedIn

[/in/stevefultzphd](https://www.linkedin.com/company/stevefultzphd) · [/in/melissahufffultz](https://www.linkedin.com/company/melissahufffultz)