

Joe Pursch's Bio

Joe Pursch is a business leader, radio talk show host, and platform speaker with a passion for transformation.

For over 25 years, he has been influencing companies and impacting audiences with insights that have delivered greater effectiveness and bottom-line results for a variety of business leaders in multiple industries.

JP's leadership career began in the non-profit sector in the 1980's where he held a number of executive leadership positions and developed skill-sets in staffing, training and fund development. In the early 1990's, he entered the for-profit world and began a successful career as a sales executive in the financial services and advertising industries.

Along the way, Joe discovered a real love for coaching business owners and individual sales performers to reach breakthrough achievements in their personal and business worlds. He began his first marketing consulting business in 1995, with a special focus on sales and marketing innovation for small service businesses. Over the years he's enjoyed impact-filled coaching relationships with a host of business leaders, with the creation of hundreds of thousands of dollars in newly created revenue, widely expanded markets, and greatly enhanced financial and personal lifestyles for his clients.

JP's advertising and coaching clients include Aerie Inc., American River Bank, DB Audio Group, Energy King, Hennessey-Smith Funeral Homes, Rose Image Staffing, Purpose Funding, the Law Offices of Shepard and Haven, and many others.

Joe's involvement in media marketing has also led him to a companion career behind the microphone. He was heard nightly for years throughout Northern California on AM radio powerhouse 710 KFIA in Sacramento as the host of "Real Talk With Joe Pursch". JP remains a popular guest host for talk shows in both the Sacramento and San Francisco media markets. He is currently heard daily on KFIA as the host of "Transforming Moments". He is a sought after guest speaker to both business and faith based audiences.

JP holds both undergrad and graduate degrees from Cal State Long Beach and Biola Universities, and he is a Certified Business Coach. Joe and Tina, his wife of 24 years, live in Sacramento, California, surrounded (in a happy sense of the word!) by five daughters and a son.