PRESS & BOOKING KIT

We put AI to work in a fuel-tanker business founded in 1964.

Steve and Melissa Fultz are not technologists. They are second-generation operators who run real companies in East Tennessee, and they built AI agents to work alongside their people. Everything they teach got tested there first, with real customers and real consequences when they were wrong.



Book Steve & Melissa

WHY HOSTS BOOK THEM

Most AI guests have never run anything.

The AI conversation is dominated by people who build software for a living. Steve and Melissa come at it from the other side: a parts counter, a welding bay, and a fleet of tankers. Steve spent thirty years unable to explain to the developers he hired what he actually wanted. Then he stopped asking AI to build things and started using it as a strategist.

> **The angle:** what actually happens when a Gen X owner of an old-economy business puts AI agents to work next to people who have been doing the job by hand for twenty years. Including what the people thought about it.







NOT A THEORY. A SHIPPED PRODUCT.

We saw the problem. TalkRev.ai built the fix.

PartsNow.ai is a live, AI-native marketplace for heavy-duty truck and trailer parts, co-founded by Steve with Manna Justin, whose company TalkRev.ai builds the AI engine. It came straight out of the shop floor problem: a tech 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 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."

It's the same move Steve and Melissa teach other owners: use AI as a strategist first and a builder second. Steve brought the operator's read on what the industry actually needed; the enterprise-systems discipline behind running it at scale is the same one Melissa carried back from twenty years at Fortune scale.

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 in Knoxville.

Covered by the trade press
Fleet Equipment, Trucks Parts Service, and Aftermarket News.

See PartsNow.ai

COPY AND PASTE

Bios, three lengths

They book as a team. Either can appear solo on request.

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 2019 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, 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, served churches for 25 years, and has co-owned and run his family's companies since 2010. 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, SOLO · 70 WORDS

Melissa Huff Fultz brings 20 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*.

SEGMENT-READY

What we can talk about

Each of these has been lived, not researched.

> **The Tech Trap**
> "I'm not a tech person" is the single most expensive sentence a Gen X owner says. Where it comes from and how to get past it without pretending to be someone you aren't.

Using AI as a strategist, not a builder

Steve spent thirty years unable to tell developers what he wanted. What changed was not learning to code. It was asking AI to think with him before building anything.

AI agents on an old-economy shop floor

What actually happened when we put AI to work alongside people at the parts counter and in the service bay. Including the parts that did not work.

The software our industry never had

PartsNow.ai, a live AI-native parts marketplace. Steve co-founded it and shaped it from the shop floor; the AI engine is his partner Manna Justin's company, TalkRev.ai. Now in both app stores.

Bridging the AI gap for Gen X owners

Why the people with the most operational knowledge are the furthest from the tools, and what closes that gap fastest.

What automation does to a family culture

The honest version. What we automated, what we deliberately refused to automate, and how we told our people.

FOR YOUR PREP DOC

Suggested questions

Steal these, or ignore them entirely.

01 You say you're not a tech guy. So what business do you have building AI systems?

02 For thirty years you couldn't explain to developers what you wanted. What changed?

03 What does it mean to use AI as a strategist first and a builder second?

04 You put AI agents in a business your father started in 1964. What did your people say?

05 What did you decide not to automate, and why?

06 Most AI advice is written by people who've never run a company. What do they get wrong?

07 Melissa, you came from a Fortune-scale operation. Does enterprise automation thinking even translate down?

08 What's the first thing a sixty-year-old owner with no technical background should actually do?

09 You co-founded PartsNow.ai but you don't write code. How did the partnership with your technical team at TalkRev.ai come together?

THE PROOF

The companies behind the advice

Active operators, not retired advisors.

Post Leasing & Sales

The heritage business. An equipment marketplace descended from Pat Fultz's 1964 fuel truck and tanker operation.

Knox Trailers

Knoxville-based dry-van sales, service, and repair.

Post Onsite

Mobile and onsite petroleum-transport equipment repair.

PartsNow.ai

A live AI-native B2B parts marketplace, in the Apple App Store and Google Play.

COVERAGE

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

Interview by Martin Rowinski · June 19, 2025 · watch the video

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

> **Books**
> *The Owner Shift* (2026) · *Family Business Facelift: How AI and Automation Are Reshaping Traditional Business Through Technology* (2025) · *More Than Just a Website* (2015) · *The Art of Alignment* (2015). Two international best-sellers.

> **Frameworks**
> The GUIDE Framework for AI implementation · The R.E.S.T. Method · The Five Traps · The Ownerless Business Ladder

FOR YOUR LISTENERS

Where to send people

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

Take the free assessment

Five minutes. Find the one thing eating your week.

What's Eating Your Week?

Read the book

The Owner Shift, in paperback and Kindle.

Amazon

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

LinkedIn
/in/stevefultzphd · /in/melissahufffultz