

## **HARVEY GOLD**

Harvey Gold is Vice President and co-owner of Gold Simulations, LLC. He received his B.A. in economics and B.S. in industrial engineering at Rutgers University in New Brunswick; and a Masters of Business Administration from Fairleigh Dickinson University.

Harvey had 27 years of diverse experience for Johnson & Johnson with management positions in Engineering, Manufacturing, Procurement and Customer Service/Support. He retired from Corporate Headquarters in New Brunswick as Worldwide Director of Strategic Sourcing and Asset Management.

Harvey's business background combined with his brother Steven's expertise in simulation & gaming were ideal for the development of a meaningful cross categorical simulation game combining economics, current events, mathematics and cooperative learning skills called "Beat The Market" (BTM). A paper about BTM was published in the Journal of Economics Education.