

About Us

About The Revenue Miner®

Arthur VanDam is The Revenue Miner®. His expertise is in helping small and medium-sized companies find new ways to generate revenue and expand their businesses. Arthur unearths new revenue and new profits in the most unlikely places. He will drive new ideas, craft new sales and marketing programs, energize your organization and your management team and help you create new ways to Put More Money In Your Pocket!

Arthur is a copywriter, marketing genius, entrepreneur, professional speaker and business and financial advisor to growing and troubled businesses both big and small.

He also has an extensive financial background that includes over 20 years' work experience with PriceWaterhouse Coopers (PwC) accounting CPAs, Citigroup and JP Morgan Chase bank.

After graduating from the University of Pennsylvania's Wharton School of Business Arthur joined PriceWaterhouse Coopers where he completed his CPA. After nearly three years with PwC, he entered Columbia University's School of Business and earned his MBA degree in marketing and finance.

As a 'recovering accountant' (a nickname given him by the media), Arthur combines his right-brain accounting, finance and banking expertise with his left-brain marketing creativity to deliver new and often overlooked ways to double and triple your sales. His favorite supreme value-added service is his one-of-a-kind Revenue Miner® Business Makeover, specially tailor-made for you and your organization.

Arthur was a Senior Vice President with Citigroup where as National Sales Manager for their Citicapital Bankers Leasing Unit he supervised a professional sales force of seven across the US and Canada. Under his watch, he grew new business volume by 14% from \$641 million in 2003 to \$734 million in 2004.

Arthur is a frequent lecturer (public speaker) and has appeared on numerous radio and TV shows across the USA including On the House with the Carey Brothers; Ask Heloise; Sound Money by MPR; WJR in Detroit; Bloomberg Radio & TV, and more.

He has shared the speakers' platform with NJ Governor Jon Corzine; NBC's Jean Chatzky; CNBC's Ron Insana; CBS MarketWatch's Chuck Jaffe; and many, many more. Arthur would be delighted to present and work with your group.

Arthur is the author of five Books including the Personal Budget Planner; 10 Minute Guide to Understanding Annual Reports & Prospectuses; Getting Started in Asset Allocation; Checkbook Management; and Book Promotion Made Easy; and Special Reports including The Ultimate Sales Secret; and 157 Ways to Cut Your Grocery Bill; and the Audio Programs Promote Yourself & Your Business with Writing; and Six Super Marketing Secrets.

Over the years, Arthur's articles have appeared in The Boston Globe; Bottom Line Personal; Family Money; Writers® Digest; Publishing Marketing Association (PMA) Newsletter; Careers and the MBA; and more.

Contact Arthur today: ArthurVanDam1@gmail.com