



Ron Elmore

**Small Business Technology Development Center
SBTDC, Business Counselor**

Areas of Expertise

Counseling in Business Planning
Marketing and Promotion
Financial Analysis
Strategic Planning

Ron Elmore is a Business Counselor with the SBTDC at Appalachian State University. Ron's office is located in Hickory at the North Carolina Center for Engineering Technology and serves the Lincoln County area.

Ron represents over 37 years in successfully running businesses as well as starting businesses, building them in value for profitable exits, or rolling up his sleeves with entrepreneurs to fix their existing business. Ron was an accomplished executive in the Silicon Valley software industry for many years. Most recently, he was a long-time private equity partner evaluating and investing capital in both start-up ideas and existing mature businesses as part of Milestone Partners.

Ron's expertise and great track record has placed him on several Boards of Directors in the Charlotte area. He is often a speaker to business owners across the Southeast on topics like capital raising, how to increase wealth as a business owner to prepare for the most profitable exit, and how to increase revenues by maximizing your sales productivity.

Ron holds a BA and MA from Indiana University and is very active in local not-for-profit organizations including his local church.

The SBTDC is a statewide business advisory service of The University of North Carolina system administered by NC State University and operated in partnership with the U.S. Small Business Administration (SBA). The SBTDC provides management counseling and education services to businesses throughout North Carolina from 16 offices across the State. For more information, visit www.sbtcd.org.

