

# A Matter Of Identity

An Interview with Ben Goldman, Founder and President, Goldman Communications

## EDITORS' NOTE

*Ben Goldman advises ultra high net worth clients on public image and crisis communications. He previously spent ten years in the media industry, most recently as the youngest local news anchor in America at FOX61 in Hartford, Connecticut. He runs Goldman Communications, his communications and strategy firm that has a particular focus on supporting next generation profile building for family offices. He has worked for high profile individuals and foundations, including the Gary and Vivienne Player Foundation, where he played a key role in shaping public engagement and partnership-building. Diagnosed with an inoperable brain tumor at age eight, Goldman's personal journey has profoundly influenced his dedication to empowering others through thoughtful communication. Goldman graduated from the University of Connecticut.*



Ben Goldman

**FIRM BRIEF** Goldman Communications ([goldmancommunications.us](http://goldmancommunications.us)) is a dedicated partner in protecting and enhancing the public legacy of high-profile families. The firm's concierge-level services – ranging from reputation management to discreet crisis response – reflect a deep commitment to trust and empathy. Like a concierge medical service, Goldman Communications' approach is proactive, highly personalized, and always aligned with its clients' family values safeguarding and guiding their legacies to ensure their strength across generations.

**What was your vision for creating Goldman Communications and how do you define its mission?**

Goldman Communications began as a deeply personal decision – one rooted in a desire for full alignment. I made the choice to leave a successful television career, where I was one of the youngest main anchors in the country and represented by one of the top agents in the industry, because I came to realize that my external life no longer reflected who I was internally. I wanted more than recognition – I wanted resonance. I've always believed that true success isn't just about achievement, but about authenticity. When your public presence and private purpose are aligned, everything shifts. You become more effective, more fulfilled, and more powerful in how you show up in the world. That belief became the foundation for Goldman Communications. I set out to build a firm that could help others achieve that same kind of clarity and confidence. A place where high-profile individuals, families, and offices could receive tailored guidance – not just to manage a media moment, but to own their story with intention and grace.

Our mission is to offer deeply strategic, emotionally intelligent communications support. Whether we're navigating a crisis, preparing the next generation for leadership, or shaping a lasting legacy, we bring both professional precision and personal insight to the table. This firm is the result of years of experience inside the media and a lifetime of proximity to the types of families we now serve. It's a unique intersection of empathy, discretion, and strategy – and it's work I care about deeply.

**Will you provide an overview of Goldman Communications' services and capabilities?**

Our services are intentionally designed to be both strategic and personal because reputation is never just a matter of optics – it's a matter of identity. We work with clients across the United States and internationally, from Palm Beach to Los Angeles to Hong Kong, and every engagement is tailored to the client's specific needs, values, and goals. We provide high-touch support in areas such as crisis communications, proactive media strategy, and reputation management. That includes everything from shaping public narratives and handling press inquiries to preparing clients for interviews, speaking engagements, and leadership transitions. One area I'm particularly proud of is our work with next-generation leaders in prominent families. We help young heirs and future CEOs build their presence from the inside out – coaching not just for public speaking, but for leadership communication, emotional fluency, and navigating high-stakes interactions with confidence and grace.

Another key aspect of our model is how we operate. I've chosen not to build a traditional firm with layers of staff. Instead, I've curated a trusted network of advisors with deep experience in media, law, family governance, philanthropy, and psychology. When a client works with us, they gain access to that broader ecosystem – an intelligent, discreet, and emotionally attuned team of professionals who understand both the technical and human sides of this work.

**How important has it been to build that advisory network?**

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effectiveness of everything we do. The families and individuals we serve are navigating complex challenges – ones that often blend personal, reputational, and financial dimensions. They’re not looking for surface-level advice or off-the-shelf solutions. They’re looking for people who understand their world, respect their privacy, and know how to operate with both intelligence and intuition. That’s why I’ve focused on building a network – not a hierarchy. The advisors I bring in are chosen not only for their expertise, but for their emotional intelligence and their ability to hold space for complex, often sensitive dynamics. Whether we’re guiding a family through a reputational issue, helping a founder shape a succession narrative, or advising a client on how to step confidently into the public eye, we approach every conversation with clarity, empathy, and care.

This is delicate work. It’s not about simply managing perceptions – it’s about helping people communicate with intention, navigate difficult conversations, and move forward with confidence. The quality of the advisory network reflects that purpose, and I’m incredibly proud of the caliber and character of the people we bring into each engagement.

**Did you always know that you had an entrepreneurial spirit and desire to build your own firm?**

I think the entrepreneurial spark was always there, but it took time and experience to refine the vision. I’ve always been drawn to building, to creating something meaningful from the ground up. My early career was driven by ambition – I was motivated, focused, and fortunate to find success in media at a young age. But as I grew into that

success, I started to question whether the version of success I was chasing was actually aligned with who I wanted to be and the kind of impact I hoped to make.

Walking away from television wasn’t an easy decision, but it was a clear one. I wanted to work more deeply with people, to be in rooms where meaningful conversations were happening – not just reporting on stories, but helping individuals shape them. Over time, it became clear that there was a gap in the communications space – especially for high-profile families – where the need for authenticity, emotional intelligence, and strategic discretion was being overlooked. Starting Goldman Communications wasn’t just a career pivot. It was a commitment to serve in a way that felt fully aligned with my purpose. Today, the work we do feels like the perfect fusion of my personal journey, professional experience, and values-driven approach.

**What has made philanthropic work so important to you?**

Philanthropy is woven into the fabric of my life – not just as an advisor, but as someone who’s been on the receiving end of it. When I was a child, I was diagnosed with stage three brain cancer and underwent two years of chemotherapy. It was a formative chapter in my life, one that challenged me deeply and changed the way I see the world. One of the most impactful experiences during that time was being part of the Hole in the Wall Gang Camp, founded by Paul Newman. That place offered something rare – joy, dignity, and connection during a time that was otherwise filled with uncertainty. It was more than a camp – it was a sanctuary, and it taught me the power of community and the profound impact of purpose-driven giving. That experience is part of why I’m

so passionate about helping clients approach their philanthropy with intention and heart. When families align their giving with their values and communicate it authentically, it doesn’t just make an impact – it becomes part of their legacy. Philanthropy isn’t about publicity. It’s about story, alignment, and continuity across generations.

**How do you approach your management style?**

I lead the way I serve: with trust, empathy, and a strong sense of purpose. I’m not someone who believes in rigid systems or top-down management. Instead, I focus on cultivating thoughtful, respectful relationships where everyone feels empowered to bring their best thinking and energy to the table. That’s especially important in this field, where so much of the work depends on sensitivity, discretion, and human connection. I bring a strong emphasis on emotional intelligence into every engagement. Whether we’re working with a client facing a public challenge or supporting a family through internal tension, the ability to read between the lines, understand underlying dynamics, and respond with clarity and care is what sets our work apart.

Communication is never just about words – it’s about timing, tone, energy, and presence. What energizes me most is helping people unlock that understanding within themselves. When a client finds their voice, learns how to navigate conflict with confidence, or experiences a breakthrough in how they show up – whether publicly or within their own family – that’s the moment I feel most connected to my work. Helping others communicate effectively, authentically, and with emotional clarity isn’t just what I do – it’s what I love. ●

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