



## **JIM CRAIG**

### **Olympic Gold Medalist Goalie, 1980 USA “Miracle on Ice” Hockey Team**

Jim Craig is best remembered for his outstanding goaltending in the 1980 winter Olympics where the United States team beat the heavily favored Russians and went on to win the Olympic gold medal in what's has been labeled the greatest sports moment of the 20<sup>th</sup> century. The picture of Jim with the American flag on his shoulders looking for his father is one of the most iconic images of all time.

Jim is currently president of Gold Medal Strategies, a Boston-area based motivational speaking and sales training company that also manages and represents Jim and his appearance business. Over the past 30 years, Jim has inspired, instructed, and provided strategic and winning direction for employees and associates from more than 500 organizations and some of the world's most recognized brands in the country. Jim is in demand from coast to coast and internationally as a motivational speaker, spokesperson, marketing and sales strategist, and master storyteller.

Jim's unique life experiences as an All-American goalie and NCAA Champion at Boston University, Olympic gold medalist, professional athlete, Actor and highly successful business consultant enables him to provide his audience with insightful real life experiences like no other. This has assisted with him being named one of the top 5 speakers on Teamwork for two consecutive years in a row.

Jim's new business book, Gold Medal Strategies, Business Lessons from Americas Miracle Team, which focuses on his Gold Medal Strategies for Success will be released in April 2011.

Jim is married to his wife Sharlene of 20 years, has two children, a son JD and daughter Taylor and lives in the Boston Area.



## **Business Career**

- Salesman of the Year – Marketing Corporation of America
- Services Consultant of the Year - Valassis Communications
- Team player of the Year - Valassis Communications
- Valassis Communications Sales Hall of Fame
- 2010 & 2011 Top 5 Speaking Award winner for "Team Building –from Speakers Platform
- 30 years of sales and marketing experience
- Consultant for Walt Disney Pictures for production and filming of the movie, "Miracle."
- President and founder of Gold Medal Strategies
- Special Sales Recognition award from Buena Vista Home Entertainment
- Sits on the board of directors for Chase Doors, Friendship Cup, and The Sports Museum of America

## **Coaching**

- Northeastern University Men's Hockey Team; Assistant Coach
- Oliver Ames High School, Varsity Hockey; Volunteer Assistant Coach
- Bridgewater Bandits, Triple A Midget,; Volunteer Coach
- Rhode Island North Stars; Volunteer Coach

## **Athletic Hall of Fame Honors**

- International Ice Hockey Federation Hall of Fame
- United States Hockey Hall of Fame
- United States Olympic Hall of Fame
- Boston University Athletic Hall of Fame
- Oliver Ames High School Athletic Hall of Fame

## **Scholastic / Education**

- Graduate of Boston University Metropolitan College, Bachelor of Science, Interdisciplinary Studies
- Degree of Human Letters, *honoris causa* - Mercy College

## **Athletic Awards**

- Goalie for Gold Medal Winning 1980 U.S. Olympic Hockey Team
- All American Goalie at Boston University
- Member of the 1979 Boston University NCAA Hockey Championship Team
- Named 1980 Sports Illustrated "Sportsmen of the Year"
- Awarded Lester Patrick Trophy
- Started for three NHL teams: Atlanta Flames, Boston Bruins, and Minnesota North Stars



### **Publishing/ Media contributions**

- *Gold Medal Strategies, Business Lessons from America's Miracle Team*; co-author with book with Don Yaeger
- *The Boys of Winter – The Untold Story of a Coach, a Dream, and the 1980 U.S. Olympic Hockey Team*, by Wayne Coffey; Forward by Jim Craig
- *America's Coach*, by Ross Bernstein; Forward by Jim Craig & Mike Eruzione
- Featured in *America's Athletes*, by Sandra Tenuto
- *Fathers & Daughters & Sports*, by ESPN Books; contributed chapter, "The Other Side of the Glass"
- *Ready, Set, Play!*, By Mark Schlereth & Mark Preisler; contributed chapter, "Sacrifice"

### **Acting Credits**

- *Love Boat*
- *Laverne & Shirley*
- *Saturday Night Live*
- Coca-Cola and Old Spice television commercials
- Spokesman: The Ultimate SAAAVE Campaign