

Dave's Bio

Dave is a smart business owner and a genius marketer who is fighting big box corporations on their turf and winning the war. According to BJ Bueno, Dave is one of few "one-man cult brands." His demeanor is disarming leaving one defenseless as soon as he says "hello."



Despite his humble retail beginning over 27 years ago in an abandoned 3-bay gas station, Dave Ratner has managed to build a powerful brand for his 4-store chain. He sits on the Board of Directors of the Retail Advertising & Marketing Association along side the VPs of Marketing for Home Depot, Walgreens, and Target and is also a member of the Young Presidents' Organization.

Dave hosts a weekly television show sharing his knowledge of the care of in home pets that is broadcasted via a local ABC affiliate. In fact, Dave is the inventor of Doodisolve, a product found in pet stores across the country that helps bird owners clean up after their feathered friends!

Dave's success has attracted interest from publications that quote him regularly- The Wall Street Journal, Associated Press, and CBS Radio along with many other periodicals distributed across the Nation.

Dave hosts a weekly talk radio show, "Minding Your Business with Dave, The Wiz of Biz," where he shares his business experience with listeners in the greater Springfield, MA area.

Witnessing Dave Ratner Unleashed is time well spent! His humorous delivery of what works, what doesn't and why is simply inspirational - business people across the country leave Dave's seminars equipped with the knowledge, energy, and enthusiasm they need to ensure and maintain their success.

Groups of sales people, marketers, and customer service representatives use Dave's ideas to improve customer relationships, which in turn grows their businesses.