

About Gordon Weinberger



At age 28, Gordon Weinberger — an unforgettable, larger-than-life figure almost 7 feet tall, weighing 255 pounds — started Gordon’s Pies in a sleepy little New Hampshire town. By the time he was 33, he was a self-made millionaire and had transformed his pie business from a roadside operation to a national multimillion-dollar corporation.

But that doesn’t mean things were always this easy for Weinberger. When his pie company teetered on the edge of bankruptcy within the first three years of operation, and with almost \$400,000 in outstanding invoices, Weinberger’s real story began. By marshaling his strengths — a unique mix of moxie and marketing — Weinberger turned himself into an attention-getting marketing machine that won the notice of news media and talk show hosts nationwide. And by increasing his sales well over \$1 million, he was able to snatch his company from the jaws of insurmountable debt.

In 1999, the United States Chamber of Commerce honored Gordon Weinberger with the coveted Blue Chip Enterprise Award. “CNN News” named him “An American Trendsetter.” And, as a featured guest on QVC, Weinberger won The Quest for America’s Best Tour by selling thousands of Gordon’s Apple Pies nationwide in less than three minutes.

For more than half of his career, Gordon Weinberger has been the national spokesman for the National Mentoring Partnership, using his pie boxes to advertise the need for almost 17 million mentors for children on wait-lists across America.

A high-level professional in asset management, public and customer relations, communication, organization, and prioritization, Weinberger has served as consultant to some of the largest companies in the world, including Wal-Mart, Ahold and Sainsbury, to name a few. He also delivers keynote speeches to both private and corporate audiences. Today Weinberger is the mastermind and creator of the Infinite Persistence™ Life Brand, a concept born of his experiences and his profound understanding of the power of “never giving up, no matter what.” By focusing on a few simple, yet powerful, laws of the Universe, Weinberger conveys to today’s entrepreneur an unstoppable mentality he calls “Real-Life Marketing” — and how every person can learn to tap into his or her own well of infinite possibilities.