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OUR STORY



DAVID BOLTHOUSE, MBA

Founder/CEO Exceed Marketing Solutions LLC (parent company), Chief Marketing and Online Strategist

David Bolthouse is a nationally recognized marketing strategist with more than four decades of experience helping schools, residential treatment programs, publishers, and nonprofit organizations grow their impact and reach. David has advised organizations ranging from local nonprofits to nationally known ministries and educational

marketing support. A National Merit Scholar and Magna Cum Laude graduate of Spring Arbor University, he earned a degree in Business Administration and Computer Science and in the Master of Science in Administration (MSA) program at Central Michigan University and the Master of Business Administration (MBA) program at the University of Michigan. His work has consistently focused on helping businesses and mission-driven organizations increase visibility, attract qualified audiences, and achieve measurable growth.

Right out of college, David served as Development Director for a major nonprofit radio network, where he was responsible for fundraising strategy, donor communications, and organizational development. This work helped him transition into a consulting role, providing communications and marketing expertise to publishers, authors, broadcasters, and national nonprofit organizations through Screen Communications and later MasterWorks (formerly The Raymond Group).

David subsequently founded his own consulting firms specialized in helping mission-driven organizations increase awareness, build stronger relationships with their audiences, and achieve sustainable growth through effective communication and marketing strategies. Through Intermedia Communications and later with The Envoy Group — he helped organizations expand their reach, strengthen donor and customer engagement, and accelerate growth through strategic marketing initiatives.

Over the course of his early career as a consultant, David worked with a diverse range of nationally recognized organizations and leaders, including John C. Maxwell, David Jeremiah, Randy Carlson, Kevin Leman, Michael Youssef, Focus on the Family, FamilyLife Radio, Campus Crusade for Christ, World Concern, World Vision, the Presidential Prayer Team, Billy Graham Evangelistic Association, Women's Aglow, Compassion International, Teen Challenge, the National Association of Evangelicals (NAE), World Relief, the National Day of Prayer, the Lighthouse Movement, Mission America, the Christian Film and Television Commission, Tyndale House Publishers, MovieGuide Magazine, Chariot Victor Publishing, the African Children's Choir, Parent Talk

we Care America.

Building on that foundation, he later established Exceed Marketing Solutions, where today he specializes in online marketing for boarding schools, residential treatment centers, therapeutic programs, faith-based organizations, nonprofits, and behavioral health providers. Under his leadership, Exceed develops websites and marketing campaigns designed to increase client visibility, inquiries, enrollment, and organizational growth.

Bolthouse is also the architect of the proprietary [Lead Manager System](#) (LMS), a comprehensive admissions and lead management platform developed specifically for organizations that rely on inquiry generation, admissions, and enrollment. The system represents years of development and significant investment focused on improving lead management, follow-up, reporting, and admissions outcomes.

Today, through Exceed Marketing Solutions and related initiatives, he continues to focus on helping organizations increase their visibility, strengthen their digital presence, improve enrollment performance, and adapt to emerging technologies, including artificial intelligence and next-generation search platforms.



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