



Gary's Buick



[Gary Goltz](#) is an accomplished American entrepreneur and judoka who has successfully integrated the principles of judo into his professional life. He has held leadership roles in national judo organizations, while also having a successful career in the healthcare industry, including founding his own company that was eventually acquired by CVS.

Judo Career

Gary Goltz began studying judo in Pittsburgh in 1965. He has achieved the coveted rank of **9th Dan (degree) black (red) belt** and has had a significant impact on the sport in the United States.

- **Founder of Goltz Judo:** He founded the [Goltz Judo in Claremont, California](#), in late 1987, which became the largest program in the city's Human Services Division in 1990.
- **National Leadership:** Goltz served as the Chief Operating Officer of the **U.S. Judo Association** (USJA) from 2005 to 2010 and as its President from 2010 to 2015. Goltz also served as President of Nanka (the Southern California Black Belt Organization) from 2015 to 2020 turning their financials around. Today Nanka has over \$600K in their reserve fund.
- **Tournament Creation:** He created the Grassroots Judo™ Winter Nationals, which is among the largest tournaments in the nation. He donated the event to Nanka in 2024.
- **Ronda Rousey UFC Champion:** Goltz connected a young Ronda Rousey to one his wealthy and influential students Dr. James Lally, DO, who is also a personal friend. This lead to Dr. Lally funding Ronda's 2008 Beijing Olympic Judo bid where she won a Bronze Medal as part of the U.S. Team and launched her into mixed martial arts and into Hollywood movies.
- **Consulting:** He served as a defensive tactics consultant for the Los Angeles Police Department for more than a decade.

Business Career

Goltz has a strong business background, primarily in the healthcare industry. He earned his MBA from Pepperdine University's prestigious President and Key Executive Program.

- **Early Career:** Early in his career, he worked for Johnson Rents, which became part of Foster Medical Corporation (now Apria), where he grew the Chicago region from \$1.8M to \$15M in revenue.

- **Home Infusion Therapy:** He founded **Comprehensive Pharmacy Home I.V. Services**, which he and his partners sold in 1993 in a record-setting \$8 million dollar deal to a company that eventually became today Coram, a division of CVS Pharmacy.
- **Sales Strategy Consulting:** In 1995 he started the [Goltz Business Development Group](#).

Story and Philosophy

Goltz credits the discipline and principles learned from judo, such as perseverance, risk-taking, and learning from failure, as crucial to his success in both life and business. He views judo as a "labor of love" and a way of life, not just a sport.

He gained internet fame when a video submission he made to the Conan O'Brien show was parodied by the host and actor [Jack Black](#), making him the most-viewed American Judoka on social media. He uses his renown replica [1955 Buick "Broderick Crawford" Highway Patrol car](#) to support law enforcement events and fund raising charities.

Key Business Principles from Judo and his Father

- **Perseverance:** Consistent judo training instills "stick-to-it-iveness," the ability to see challenges through despite obstacles, which he sees as a crucial leadership quality.
- **Calculated Risk-Taking:** Similar to attempting a throw in judo, business requires taking calculated risks and being prepared for potential setbacks to achieve significant growth.
- **Learning from Failure:** Falling and being thrown in judo are viewed as essential for improvement. Goltz applies this, seeing failure as an opportunity for growth.
- **Seizing Opportunity:** He defines "luck" as recognizing and taking advantage of opportunities, whether on the judo mat or in business negotiations.
- **Building Confidence:** Sparring and competition in judo help build self-confidence and an "immunity to embarrassment," allowing individuals to pursue goals without fear.
- **Strategic Thinking:** Both judo and business necessitate analyzing the environment, understanding situations, and developing effective strategies to meet objectives.
- **Mutual Benefit (Jita Kyohei):** The principle of "mutual benefit" from judo guides his approach to teamwork and mentorship, emphasizing that investing in others benefits all.
- **Maximum Efficiency (Seiryoku Zenyo):** The judo principle meaning *more miles per gallon!*
- **The "Jules" Rules:** Goltz learned these 4 simple rules from his late father, Julius Goltz. They are - Make the Calls, Write things down, Follow-up immediately, and Always tell the truth (that way you don't need to remember anything).