



Jeffrey Mark Goldman

February 8, 1965 - October 4, 2023

Jeffrey Mark Goldman, 58, of Greensboro, NC, passed away peacefully on October 4, 2023. He was born on February 8, 1965, in Salisbury, NC, to Charles and Norma Goldman.

Jeffrey found great solace and joy in the simple pleasures of life, particularly in his love for fishing and his unwavering support for his beloved Tarheels. Each year, he eagerly anticipated his annual fishing trips to Ocracoke with a special group of friends.

In addition to his parents, Jeffrey is survived by his two children, Tatum and Harris, of whom he was immeasurably proud; as well as their mother Dena. Also left to cherish his memory is his loving girlfriend, Reid Lancaster, who brought him much joy and unwavering support. He is also survived by his brother, Michael Goldman (Pamela), and his sister, Jennifer Goldman Payne (Jim). Jeffrey's nieces and nephews, Luke Payne, Katherine Payne, Gabriel Goldman, and Julia Goldman, will forever remember him as their fun-loving uncle. He also leaves behind numerous friends from all aspects of his life whom he cherished greatly.

Jeffrey graduated from Salisbury High School in 1983. He was a varsity athlete in basketball, track, and cross country. He attended college at UNC-Chapel Hill, where he graduated in 1987 with a degree in BioStatistics.

Throughout his career, Jeffrey dedicated over 30 years to the field of Marketing Research. He most recently worked as Sr. VP and Account Director at Bellomy Research in Winston-Salem, where he made significant contributions and earned the respect of his colleagues.

A celebration of life will be held on Saturday, October 7 from 2-4:30pm at The Heritage Room at Council Street Commons, 118 East Council Street, in Salisbury. A private graveside service will be held for the family.

In lieu of flowers, please make a donation to one of the following charities that were special to Jeffrey: AAUW Goldman Scholarship Fund. Checks can be mailed to Eileen Hanson-Kelly, 1109 Timber Spring Lane, Salisbury, NC 28147; Ocracoke Preservation Fund, P. O. Box1240, Ocracoke, NC 27960; or Trellis Supportive Care at trellissupport.org who provided care to Jeffrey and his family in his final days, or a charity of your choice.

Summersett Funeral Home is serving the Goldman family. Online condolences may be made at www.summersettfuneralhome.com.

Previous Events

Celebration of Life

OCT 7. 2:00 PM - 4:30 PM (ET)

Heritage Room at Council Street Commons
118 East Council Street
Salisbury, NC 28144

Tribute Wall

RC

“ *Rest in peace, dear Jeff! Even though we didn't get to know each other in person, we always had a very professional approach when working together on countless projects between your company and my employer, Reynolds.*

With sincere condolences,

Roy Chacón

San José, Costa Rica.

Roy Chacón - October 11, 2023 at 11:04 AM

BT

“ *Dear Goldman Family,*

I am so sorry for your loss. I will always remember Jeff's friendly smile, infectious laughter and sense of humor from long ago high school days. A fellow UNC Biostat grad who is missed!

With sincere condolences,

Beth Alfonsi Turney

Beth Alfonsi Turney - October 08, 2023 at 09:23 AM

PJ

“ *My deepest sympathy to the Goldman family. From Pamela Belton Jefferson
Class 1983*

Pamela Jefferson - October 07, 2023 at 09:20 PM

AE

“ Norma and Charles, I'm so sorry to learn about the passing of your son, Jeffrey. I'm thinking of you and pray that your memories of Jeffrey help you through your grief and that those in your life can help you—May his memory be for blessing.



Andrea Engber - October 06, 2023 at 03:27 PM

RB

“ Deepest condolences to the Goldman family from Sheila and Robert. Jeff became a good friend when we worked together at MARC because we were both sports junkies. I quickly recruited him to our hoops team because he could drain three's! We dominated GSO Parks and Recreation "C" league. We also wasted a couple hours every Monday compiling fantasy football points from newspapers. No computers, just calculators and spreadsheets and lots of laughter. Oh yeah, we also did some work. Thank you Jeff for so many great memories.

Swami

Robert Anthony Bellomy - October 06, 2023 at 02:51 PM

CJ

“ To Jeff's family, I am deeply sorry for your loss and want you to know how much Jeff touched the Bellomy family. He was a rock to us all, always steady in the face of many ups and downs. His lighthearted leadership style and efforts to connect personally with teammates were very special qualities as well. We will miss him so much.

Carla Jordan - October 06, 2023 at 12:27 PM

CA

“ I’m so sorry for your loss Charles, Norma and family. My first memory of Jeffery is when Charles would bring him down to the city park with him when he was taking photos, i still remember his little face, God Bless.

Catherine - October 06, 2023 at 12:06 PM

GS

“ I cherish my childhood memories with Jeffrey. Running and riding around Maxwell Street. Playing endless games of all sorts, particularly basketball. So much of who I am now comes from that time with Jeffrey and I will be eternally grateful that he was who I shared that time with. My heart hurts for all who were part of his world. My deepest condolences to the Goldmans.

Gerri Spain - October 06, 2023 at 10:06 AM

KV

“ My deepest condolences to Norma and Charles. Love Kathy VanderGast

Kathy VanderGast - October 06, 2023 at 08:53 AM

JZ

“ Bob and I were so saddened to hear of Jeffrey's passing. Your loss is beyond words. Please know that you and all the Goldman family are in our thoughts and prayers.

Judy and Bob Zirt - October 06, 2023 at 08:16 AM

RP

“ I have known Jeff since 1987 when I hired him right after he graduated from UNC. He was a reliable and hardworking employee, and we soon grew to be friends. We did a whole lot together both working and having fun. We had a close friendship for 36 years. He was such an upbeat fellow! It is difficult to write in the past tense ... my memories of him will forever be in the present.

Ray Pifer - October 05, 2023 at 04:27 PM

KP

*“ I am very sorry to learn of the passing of your son Jeffrey. Please know I am holding you all in the light for comfort, peace and love. With thoughts of sympathy to you and your family,
Kathy Pulliam
Salisbury,NC*

Kathy Graham Pulliam - October 05, 2023 at 04:25 PM

CC

“ We had the privilege of working with Jeff on many projects over the years and he was always so kind. It seems so unfair that such a sweet soul has left us too soon. Our deepest sympathies to his loved ones.

Cathleen Christopher - October 05, 2023 at 03:36 PM

JS

“ Charles and Norma, Jack and I are so very sorry to read that you have lost your wonderful son. Just know how much we are thinking of you both and wishing we could be there to tell you in person. He sounds like a really great son!

Joyce Seabrook - October 05, 2023 at 02:29 PM

CB

“ I worked with Jeff at BELLOMY. He was such a sweet soul. He would stop by my office and say What's up Trouble? To which I would reply. Not much Trouble what about you? I told him the last time I saw him in May that I missed his face and when we spoke on the phone just last week that I loved him and was praying hard for him. Rest in Peace dear friend.

Carolyn Brown - October 05, 2023 at 07:45 AM



“ Charles and Norma,

We were shocked and saddened to learn of Jeffery's passing. Please know Diane and I have you whole family in our prayers.

Steve Coggin - October 05, 2023 at 02:02 AM

RR

“ While it may not seem possible at this moment, know that 'it will be better, though it may never be well'.
Even as coworkers for 16yrs, our lives were filled with knowledge, humor, positivity, and story telling of fishing trips to Ocracoke that only Jeff could provide and share.
He will be missed!
Robin Reid

Robin Reid - October 04, 2023 at 10:17 PM

DP

“ To the Goldman Family. We are so very sorry for your loss. I can't even imagine. You are in our hearts and prayers. Mark and Diane.

Diane and Mark Peoples - October 04, 2023 at 05:12 PM



To the Goldman Family. We are sorry for your loss and praying for your family. Our daughter Jacqueline was a high school classmate.
William "Pete" & Hazel Kennedy

William Kennedy - October 05, 2023 at 04:59 PM