



BARTON GOLDENBERG

Futurist. Author. Strategist. Speaker.

“Barton has a great way of taking complex ideas, distilling them down to accessible concepts and explaining them in engaging and easily understandable terms.”

Allyson Havener - LiveRamp

Since 1985, Barton Goldenberg has been bringing compelling thought-leadership keynote presentations to business audiences across the US and around the world. Bring his voice and expertise to your audience, whether for a board meeting or events for senior executives, sales/marketing/customer-service personnel, or customers. All topics are customized to your audience/agenda and keymessaging.

Barton writes and speaks about meaningful trends in digital and customer strategies that change the way that organizations engage with today's 'always-on, always-connected' consumer. His real-world case studies and humorous style have distinguished him as an engaging presenter at events including the *Gartner 360 Customer Summit, Dreamforce, Microsoft, CRM Evolution, Selling Power* and others.

Barton's clients include: *Chase Bank, ExxonMobil, Jaguar Land Rover, Johnson Controls, Kraft Heinz, Marriott, Nike, Schlumberger, T. Rowe Price, U.S. Department of Defense, Zumba Fitness* and many more. For a full listing, visit www.ismguid.com.

About Barton:

Barton is founder and President of ISM Inc., where, since 1985, he has designed and implemented customer-centric strategies in the areas of sales, marketing and customer service. He was one of the first three inductees into the CRM Hall of Fame, and is also an acclaimed author. His latest book, *The Definitive Guide to Social CRM*, is hailed as the roadmap for success at the intersection of social media and CRM.

Barton holds a B.Sc. (Economics) degree with honors from the Wharton School of Business and a M.Sc. (Economics) degree from the London School of Economics. He lives in Chevy Chase, Maryland with his wife and two teenage children.

Why book Barton?

Barton delivers. A recognized thought-leader in the customer-centric technology space, his engaging style and insightful observations challenge audiences and keep them on the edge of their seats. He partners with clients throughout their events to ensure 100% success.

Barton's Keynotes:

- **Digital Transformation:** Top 10 Impacts on Your Go-To-Market Strategy
- **Data Analytics:** Turning Customer Data into Business Intelligence
- **Next Big Thing in Social Media:** Private Social Media Communities
- **Emerging Technologies:** Top 10 Options
- **Customer Experience:** Your 5-Year Roadmap for Success
- **Customer Relationship Management:** Taking CRM Strategy to the Next Level

About ISM:

Barton's firm, ISM, works with world-class companies to develop customer-centric business strategies. Every ISM engagement benefits from a proprietary 'top-down/bottom-up' approach that integrates people, process and technology to deliver meaningful business through enhanced customer loyalty, satisfaction and advocacy.

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