



# 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

## **200 Words**

Barton Goldenberg 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.

Barton’s 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 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. 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.

Barton is an acclaimed author and one of the first three inductees into the CRM Hall of Fame. 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.

## **110 Words**

Barton Goldenberg speaks about changes and trends in the ways organizations engage with today’s connected consumer. His real-world examples and humorous style have distinguished him at events including the Gartner 360 Customer Summit, Dreamforce, CRM Evolution and others.

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