



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

TESTIMONIALS

Barton Goldenberg consistently stirs the pot with humor and inside stories of how to have better relationships with your customers as well as what not to do if you'd like to retain those customers. He also keeps the crowd's attention with pragmatic insight into what is coming next. [GINGER CONLIN, EDITOR IN CHIEF, DIRECT MARKETING NEWS](#)

Barton Goldenberg is a dynamic, to-the-point, real world experienced speaker. Barton and his team at ISM have already demonstrated success with clients such as AAA, Marriott, ExxonMobil and Kraft Foods, so when addressing a strategy for today's digital world, Barton speaks with knowledge and foresight. [BOB MCLAUGHLIN, FORMER SR. VP, MCGRAW-HILL](#)

Another incredible presentation with attendees describing your topic of the Customer of the Future as insightful...real world...passionate...surprisingly open and candid. Barton simply one of the most effective leaders I have encountered in 21 years of Fortune 100 experience. His knowledge of the key levers of transformation through his people, process and technology perspective coupled with his quick grasp of any business model create a powerful 1-2 punch for any organization seeking a leader and a team of seasoned professionals to successfully plan and implement customer-centric business strategies and initiatives." [CYRUS ARUM., SENIOR DIRECTOR, BLUE SHIELD OF CALIFORNIA](#)

Pyrotek could not be more pleased with the results we've experienced working with ISM. From the initial business case through assessment and implementation, their proven CRM methodology is based on 31 years of experience helping best-in-class global organizations and it shows. We consider ISM to be our customer-centric strategic CRM partner. [JOE TARULLI., CORPORATE SALES DEVELOPMENT MANAGER, PYROTEK](#)

You are truly a wealth of information and added fidelity to our CRM discourse. Hope you will be part of next year's event. [EXECUTIVE ORGANIZER OF DOD AND FEDERAL KNOWLEDGE MANAGEMENT SYMPOSIUM](#)

Thank you very much for the contribution to the success of the SMEI Social Media Road Show. Through your support we were able to produce an experience for the attendees that was rich in content and will help many individuals and companies determine possible next steps in the complex arena of marketing through Social Media. [WILLIS TURNER, PRESIDENT, SMEI](#)

Barton never ceases to amaze me. I have personally seen Barton speak multiple times, and as usual, his presentation hit it out of the park. [KATHERINE KOSTERVA, CEO, BPM'ONLINE](#)

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, FIELD MARKETING MANAGER, LIVERAMP](#)

Barton is a dynamic and passionate speaker who understands today's digital client and effectively drives home to corporate audiences the urgency to innovate and act. [DON GAGNON, PRESIDENT, AAA MID-ATLANTIC](#)

Thank you, again, for your work on our conference. You knocked it out of the park and we are all very happy with how the conference was presented and received. [MARK EISING, PRESIDENT, BMG MARKETING SERVICES](#)

BARTON GOLDENBERG

Futurist. Author. Strategist. Speaker.

Excellent! The presentation, the audience interaction and the content. A home run. [FRED MEYER, EXECUTIVE VP, INNOVATIVE ENTERTAINMENT](#)

Your professionalism and dedication to excellence is what made the Advanced Customer Service Conference such a successful event. You received the highest speaker evaluation for the conference. [KEVIN GILLIGAN, CONFERENCE PRODUCER, INC. BUSINESS RESOURCES](#)

Barton's keynote at SCORE 2017 was as entertaining as it was insightful. Knowing he was speaking to senior executives who are very knowledgeable on customer experience strategy and the underlying technologies, his still was able to significantly expand their understanding of both areas in a very conversational manner. [BILL BRADLEY, VP MARKETING & BUSINESS DEVELOPMENT, CUSTOMER RELATIONSHIP MANAGEMENT INSTITUTE](#)