



# 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's groundbreaking work in the areas of digital strategy and customer engagement has become increasingly crucial during COVID-19 recovery period, especially his applications of Artificial Intelligence, Digital Transformation, and Digital Communities. Barton has applied his wealth of knowledge and thought-leadership to clients such as:

*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 client listing, visit <https://ismguide.com/clients-partners/ism-client-list/>*

## About Barton:

Barton is founder and President of ISM Inc., where, since 1985, he has designed and implemented customer service strategies in the areas of sales, marketing, and customer service. His extensive work in these areas led him to his selection as one of the first three inductees in the CRM Hall of Fame (2003), and is detailed in his three best seller business books, countless articles, and hundreds of keynote speeches. 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 an M.Sc. (Economics) degree from the London School of Economics. He served as Rotary District Governor from 2019-2020. He was honored with the 'Humanitarian of the Year' award in 2019. He lives in Chevy Chase, Maryland with his wife and two young adults.

## About ISM:

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

## Why book Barton?

Barton has delivered keynotes for over thirty-five years, earning him an international reputation as a dynamic speaker whose insightful observations and story-telling challenge audiences and keep them on the edge of their seats. When Barton speaks at an event, his audience leave feeling both entertained and enlightened. 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*, *Acxiom*, and many others. He partners closely with clients throughout their event to ensure resounding success.

## Barton's Keynotes:

- Successfully Engaging Customers During COVID19 and the 'New Normal'
- AI and Data Analytics: Adapting to your Customers' Changing Behavior
- Digital Transformation Post COVID-19: Raising the Bar on Customer Engagement

**CONTACT ...**

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