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 key messaging.

Barton's groundbreaking work in the areas of the Metaverse/Virtual World, Digital Communities, and CRM has become increasingly crucial in today's ongoing digital transformation efforts. 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, click here

About Barton:

Barton is founder and President of ISM Inc., where, since 1985, he has designed and implemented customer 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." His podcast 'Business Success in a Virtual World' is drawing raving reviews.

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.

Why Book Barton?

Barton has delivered keynotes for over thirty-eight 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 *Consumer Electronics Show, Augmented World Expo, 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:

- These Emerging Technologies Will Change How You Conduct Business
- How the Metaverse Will Change Everything
- Digital Customer Communities Connect You 24/7 with Your Customers

About ISM:
Barton's firm ISM helps companies apply Metaverse, Digital Community, and CRM technologies in support of their sales, marketing, and customer service efforts to drive customer acquisition, retention, and growth.

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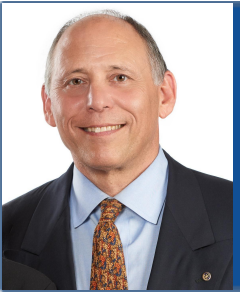

Barton Goldenberg's Rave Reviews

There are presentations and then there are moments of discovery and inspiration like we had during your Metaverse presentation. In an audience of baby boomers, Gen X, Millennials, and a few scattered Gen Zs, you grabbed their attention and never lost it. The emotional impact of your presentation was unlike anything I have seen. Even at the end, rarely do we experience such enthusiasm during the Q&A session that follows a presentation. It was as if each attendee saw a picture of their future in the Metaverse and were reacting in awe, concern, excitement, and a few "Oh My God" moments.

Ronald K. Wills, President and Founder NABOE

Another incredible presentation with attendees describing your topic of the Customer of the Future as insightful…real world…passionate…surprisingly open and candid. Barton is simply one of the most effective leaders I have encountered in 21 years of Fortune 100 experience.

Cyrus Aram, Former Director, Blue Shield of California

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 Kostereva
CEO, Creatio

Read Katherine Kostereva's [recommendation letter] for Barton as a 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
Marketing Manager, LiveRamp

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 Conlon, Former Editor-In Chief, Direct Marketing News

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, Former President, AAA Mid-Atlantic

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, Founder, Conference Producers, Inc.

Barton and I worked together on a radio interview regarding the application of the Internet of Things. Barton is a joy to work with. His level of preparation was outstanding. He was able to bring a depth of detail to our conversation that was of real value to the audience. I look forward to working with him again in the future.

Nicholas Cravotta
Lead Designer, Bluematter Games

Barton's keynotes are as entertaining as they are insightful. Speaking to an audience of senior executives, he was able to expand their understanding in a very conversational manner. Barton Goldenberg is a dynamic, to-the-point, real world experienced speaker...When addressing a strategy for today's digital world, Barton speaks with knowledge and foresight.

Bob Mclaughlin
Former Senior VP, McGraw-Hill

BOOK BARTON CONTACT: 301.656.8448 bgoldenberg@ismguide.com www.bartongoldenberg.com

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Q2 2023 UPDATE

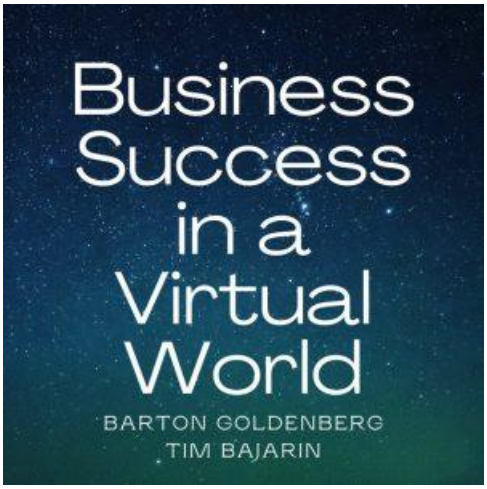
Compelling Thought-Leadership Keynotes:

- September & October 2023 @ Creatio: "Technology Trends That Will Change Everything"
- June 1, 2023 @ Augmented World Expo 2023: "Scaling & Deploying XR Projects for Enterprise"
- January 19, 2023 @ National Association of Business Owners & Executives (NABOE): "What Is the Metaverse & Why It Is Important For Your Future"
- January 6, 2023 @ Consumer Electronics Show (CES): "Creating Applications in the Metaverse"
- December 1, 2022 @ MERCADOEXPO: "Escape the Cruel Universe and Live in Your Virtual Dream"
- June 29, 2022 @ Exploring the Metaverse for Associations: "Crafting Metaverse Strategy"
- June 2, 2022 @ Augmented World Expo 2022: "How to Develop a Prosperous Business Strategy in the Metaverse"
- May 27, 2022 @ Creatio 2022 Annual Conference: "Become a Digital Disruptor"

Podcast:

The vision of the Metaverse is still evolving. Integrating current business practices into a virtual world will be a business disruptor over time.

This podcast with Barton Goldenberg and Tim Bajarin focuses on current examples and case studies on how many enterprise companies are already using virtual worlds to train staff, interact with field service workers and use it for customer service and sales.



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.

Visit Barton's Website
BartonGoldenberg.com

Articles

- February 2023 (CRM Magazine): "How the Metaverse Will Change Everything"
- November 2022 (*CRM Magazine)*: "What the Metaverse Can Learn from CRM and the Dotcom Bust"
- August 2022 (*CRM Magazine)*: "How Should Metaverse Pioneers Organize Their Efforts?"
- June 2022 (*CRM Magazine)*: "You Can't Duck the Metaverse"
- February 2022 (*CRM Magazine)*: "It's Time to Focus on the Metaverse"
- November 2021 (*CRM Magazine)*: "8 Steps to Successfully Integrate VR-XR-AR into Your CRM Efforts"

Videos

- Live Audience: The Metaverse – A Digital Disruptor
- Live Audience: Disruptor Technologies
- Live Audience: Where is the Metaverse Headed?

Books

- "The Definitive Guide to Social CRM"
- "CRM in Real Time: Empowering Customer Relationships"
- "CRM Automation

Focus Areas

- Metaverse/Virtual World
- Digital Communities
- Customer Relationship Management (CRM)

General Information

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- Facebook: https://www.facebook.com/BartonSpeaker
- YouTube:
  https://www.youtube.com/channel/UCXZFwH3ydSu8XRWVPZhA4XQ

Fee Schedule

- In-person Keynote - $10,000 (net)
- Virtual Keynote - $5,000 (net)
- Full-day training/consulting - $6,000 (net)
- Half-day training/consulting - $3,500 (net)

Keynote Abstracts

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These Emerging Technologies Will Change How You Conduct Business

About half the S&P Fortune 500 companies are forecasted to be replaced in the next decade because of technology disruption. The fall can be swift and painful – just ask Blockbusters how quickly Netflix drove them into bankruptcy. Technology disruption occurs in every successful industry. You must transform to stay in the game. Technology helps you transform.

Barton Goldenberg, globally respected and influential author, keynote speaker, and futurist announces his new keynote: **"These Emerging Technologies Will Change How You Conduct Business".** While mastering these technologies may seem daunting, the consequences of not doing so are dire. Every one of today's technology disruptors – Apple, Netflix, Amazon, Google, Tesla, Airbnb, and Cisco – stay ahead of the competition by leveraging technology to successfully transform themselves and their industry.

In his riveting new keynote, Barton will:

- Describe the top 8 emerging technologies: AI/ML, IoT, 5G, Blockchain, Quantum computing, Digital Communities, Metaverse (VR/AR/MR), and No-Code platforms.
- Share case studies of how companies are leveraging these technologies to stay one step ahead of their competition.
- Walk participants through a proven, 6-step approach to successfully integrate these technologies into your business.

Benefits of Inviting Barton as Your Keynote Speaker:

- Barton will describe the top 8 emerging technology disruptors in plain English.
- You will learn why leveraging these technologies are so important for your organization's long-term survival.
- You will hear how other companies are already leveraging these technologies to transform themselves and their industry.
- You will receive a proven, 6-step to integrate these technologies into your business.

How the Metaverse Will Change Everything

You may not know it, but the biggest tech battle of this century so far is about to begin. The Metaverse will change everything, and the biggest tech companies in the world are all in. Are you?

Barton Goldenberg, globally respected and influential author, keynote speaker, and futurist announces his new keynote: **"How the Metaverse Will Change Everything"**. With 70% of all brands forecasted to be present in the Metaverse by 2027, to remain competitive every organization needs to understand what is the Metaverse and what are the opportunities it presents for your organization. While readying your organization's entry into the Metaverse may seem daunting, the consequences of being late to the party or missing the party altogether are dire – just ask Blockbusters, Borders, or Xerox.

In his riveting new keynote, Barton will:

- Provide an overview of what the Metaverse is all about and why it will change everything.
- Show how best-in-class companies (e.g., e.g., Acura, Adidas, Fidelity, Gap, Gucci, IKEA, Lockheed Martin, Mayo Clinic, Nike, P&G, U of Pennsylvania) currently leverage the Metaverse to grow sales, market more effectively, decrease customer and field service costs, and improve training retention.
- Walk participants through a proven, 8-step approach to successfully do business in the Metaverse.

Benefits of Inviting Barton as Your Keynote Speaker:

- Barton puts the Metaverse in plain English
- You will learn why the Metaverse is so important for your organization's long-term survival
- You will hear how other companies are prospering in the Metaverse today
- You will receive a proven, 8-step approach to successfully do business in the Metaverse.

Digital Customer Communities Connect You & Your Customers 24/7

Companies are increasingly leveraging private, Digital Customer Communities to foster customer engagement. Think of these communities as a virtual meeting place for your customers. Building your Digital Customer Community drives Voice of Customer into every customer decision you make, increases customer satisfaction and loyalty, provides superior customer support, helps nurture leads that shorten the sales cycle, and grows sales (40-70% of community customers surveyed buy more products).

Barton Goldenberg, globally respected and influential author, keynote speaker, and futurist announces his new keynote: **"Digital Communities Connect You & Your Customers 24/7."** In his riveting new keynote, Barton will describe the components of your Digital Customer Community:

- A digital lounge where customers meet for a virtual drink, exchange peer-to-peer stories, resolve service or technical issues, 'Ask the Expert' questions, take surveys, complete polls, and participate in forums.
- Digital conference rooms, e.g., your technical conference room, your customer service conference room, your employee-only conference room that customers and employees come in and out of to discuss matters, resolve issues, receive training, and more.
- Private customer rooms where you meet with your customers one-on-one to create your annual sales or technical plans, review these plans on a quarterly basis, and introduce them to subject matter experts and others to deepen the relationship.

This keynote builds on Barton's experience since 2011 of building and/or maintaining Digital Customer Communities for ExxonMobil, Kraft-Heinz, AAA, and others.

Benefits of Inviting Barton as Your Keynote Speaker:

- Discover how best-in-class companies worldwide benefit from Digital Customer Communities, e.g., enhanced customer engagement, superior customer support, better lead nurturing, and two-way dialog with customers.
- Hear real-time case studies of successful Digital Customer Communities and why customers love them.
- Learn an 8-step process to build your successful, Digital Customer Community.