



BARTON GOLDENBERG

Futurist. Author. Strategist. Speaker.

Barton Goldenberg has been giving keynote addresses for more than thirty-eight years, which has earned him a reputation as a dynamic speaker on a global scale. His astute observations and story-telling keep audiences on the edge of their seats and challenge them to think critically. When Barton gives a speech at an event, not only does he keep his audience engaged, but they also walk away feeling more knowledgeable. His funny presentation style and real-world case studies have made him a standout speaker at events like the Consumer Electronics Show, Augmented World Expo, Dreamforce, the Gartner 360 Customer Summit, Microsoft, CRM Evolution, and Acxiom, among many others. During each event, Barton works closely with the client as a partner to make sure that it goes off without a hitch. Barton's groundbreaking work in the areas of the Metaverse/Virtual world, digital transformation, and customer engagement addresses today's digital disruption head-on and is crucial for a company's survival. 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. Barton's three most popular keynotes are: **'These Emerging Technologies Will Change How You Conduct Business'**, **'How the Metaverse Will Change Everything'**, and **'Digital Customer Communities Connect You 24/7 With Your Customers'**.

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 is the author of 3 best seller business books, his last being *'The Definitive Guide to Social CRM.'* He is an active Rotarian having served as District Governor for Washington, DC, and Central Maryland. In 2019, he was honored with the 'Humanitarian of the Year' award. In 2003, he was selected as one of the first 3 inductees into the CRM Hall of Fame. He is an avid blue water sailor, cyclist, and skier. He currently lives in Maryland with his wife and two young adults.