



# 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

Barton is committed to help sales, marketing and customer service executives do business in the Metaverse. His [Metaverse Resource Center](#), founded with Silicon Valley guru [Tim Bajarin](#), contains >250 case studies of companies doing business in the Metaverse, along with >230 articles and >75 videos.

Barton does a bi-weekly podcast titled [Business Success in a Virtual World](#) covers case studies of successful, global companies doing business successfully in the Metaverse. Recent podcast episodes include: Nike, Verizon, Pfizer, Marriott, Farmers Insurance, Mayo Clinic, BMW, JP Morgan, Northrop Grumman, Walmart, Siemens, P&G, and others.

Barton is the founder and President of ISM Inc., where, since 1985, he has applied leading-edge technologies to 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’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 others.

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 served as Rotary District Governor from 2019-2020. He was honored with the ‘Humanitarian of the Year’ award in 2019. He lives in Maryland with his wife and two young adults.