

Barton Goldenberg: Author, Speaker & Futurist

Sailing is a hobby of ISM's founder and president, Barton Goldenberg. It also reflects his philosophy: Set the course – to provide a successful customer experience – and be ready to take advantage of change to meet the challenges of the new digital consumer.

From **founding a pioneering firm** when the concept of Customer Relationship Management (CRM) was taking form, to being one of the first three inductees into the CRM Hall of Fame, Barton has always occupied a leading role in providing a lifecycle approach to customer relationships. When Barton founded ISM Inc. in 1985, the management of the customer was limited to sales force automation with little user input. His foresight to integrate sales, marketing, customer service, e-business, and business intelligence became the foundation of today's customer-driven products and services industry.

As a customer-driven advocate, Barton saw that Internet and mobile/wireless technologies could **serve today's customers in Real Time**, a concept Barton developed and promoted beginning in early 2000. Today, with the "always-on, always-connected" consumer, collaboration is the key to the next step in the customer lifecycle. With user-generated content and networking bringing consumers interactively into a company's branding, product development and customer service processes, Barton is now addressing **the new customer: The Digital Consumer**. Whether business-to-business or business-to-consumer, today's customer has expectations and demands to be met in Real Time. Early 2008, Information Today Inc., will release Barton's new book: *CRM in Real Time*.

Barton's bottom-line, results-oriented style has made him popular with audiences around the world and has helped make him a sought-after speaker and writer. His book, *CRM Automation* (Prentice Hall) is considered the primer for companies implementing customer-focused programs. His presentations have been **praised by audiences worldwide** including organizations such as AAA, Department of Defense, Delta Faucet, DHL, ExxonMobil, Hill-Rom, McGraw-Hill, Nike, PepsiCo, Pfizer, QIAGEN, Raymond James, T. Rowe Price, UK Postal Service, United Way, Xerox and more.

As a **regular columnist and member of the editorial board** for *CRM Magazine*, he writes about leading edge methodology and industry trends. He is often quoted in the media, including *BusinessWeek*, *CIO*, *eWEEK*, *Information Week*, *Sales & Marketing Management* and *Selling Power*. Barton publishes the benchmark *Guide to CRM Automation* (now in its 15th edition).

Barton is the chairman of 2008 DestinationCRM Conference—continuing his 2006, 2007 role with the conference—and for more than a decade served as co-chairman of the DCI CRM Conferences & Exhibitions held worldwide. He frequently serves as a guest moderator for webinars and virtual tradeshow sponsored by Ziff Davis and other publishers.

Barton is now pioneering **a new business model** for the 21st century: *Managing the Digital Consumer Relationship: New Technologies and New Attitudes*.

Prior to founding ISM, Mr. Goldenberg held senior management positions at the U.S. Department of State and Monsanto Europe S.A. He 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.