BARTON GOLDENBERG

Futurist. Author. Strategist. Speaker.

Barton Goldenberg has been giving keynote addresses for 40 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 challenges 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 AI, XR, 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 Experian, ExxonMobil, Jaguar Land Rover, Johnson Controls, JP Morgan Chase, 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: 'How to Identify & Implement AI Successfully for Customer Service, Sales, and Marketing', 'AI & XR Are Changing Everything' and 'The Trifecta of Innovation: Unraveling AI and XR'.

Barton Goldenberg (bgoldenberg@ismguide.com) is president of ISM, Inc. For 40 years, ISM has helped global companies successfully apply leading-edge technologies to sales, marketing, and customer service. We offer 4 services: AI, XR, CRM, *and* Digital Communities to help sales, marketing, customer service, and field service executives move their performance to the next level. His thought leadership including creator of the *'Business Success in the Virtual World'* podcast, creator of the award winning *AI and XR Resource Center*, and author of three business books including *The Definitive Guide to Social CRM*. He is also in high demand as a keynote speaker (www.bartongoldenberg.com). 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.