

# **Bio for District Governor Barton Goldenberg**

## **ROTARY EXPERIENCE**

### **District Level (District 7620)**

- 2019 – 2020: District Governor
- 2017 – 2019: Member of the District Executive Leadership Team
- 2014 – 2017: Assistant Governor looking after 6 Montgomery County, Maryland Rotary Clubs

### **Home Club (metroBethesda Rotary Club)**

- 2007 – Present: Active member
- 2013 – 2014: Club president

### **Other**

- RLI graduate and faculty member
- District Conference Chair for PDG Greg Wims (2018)
- District Representative to the US/Russian Inter-Country Committee
- Counselor for the District's RYE program
- Implemented \$100,000 Rotary Foundation global grant project in Russia
- Currently implementing a \$70,000 Rotary Foundation global grant project in Kenya
- Arch Klumph Society member

## **BUSINESS EXPERIENCE**

**1985 - Present: Founder and President of ISM, Inc.,** a strategic consulting company specialized in the creation & implementation of customer strategy.

- Barton's firm works with world-class companies to develop customer-centric business strategies in the areas of sales, marketing and customer service. He was one of the first three inductees into the CRM Hall of Fame. He is author of 3 best-seller business books; his latest book, *The Definitive Guide to Social CRM*, is hailed as the roadmap for success at the intersection of social media and CRM.
- Since 1985, Barton has been bringing compelling thought-leadership keynotes to business audiences across the US and around the world. He speaks and writes about meaningful trends in digital and customer strategies that change the way that organizations engage with today's 'always-on, always-connected' consumer. His real-world case studies and humorous style have distinguished him as an engaging presenter.
- 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 more.

## **PERSONAL**

- 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.
- His hobbies/activities include biking, skiing, Chesapeake Bay & blue water sailing, and restoration & racing Jaguar cars.