
Jim Lenskold Biography



James Lenskold, international speaker and recognized marketing expert, is President of Lenskold Group and author of *Marketing ROI, The Path to Campaign, Customer and Corporate Profitability* (McGraw Hill, 2003). Jim has published articles and presented internationally on the topics of marketing ROI, marketing strategies and business growth strategies. Mr. Lenskold currently runs the Lenskold Group, which offers consulting and implementation services for strategic market planning, marketing ROI, customer profitability management and marketing innovation.

Jim's career began at AT&T where he helped evolve the telecommunications leader from a monopoly to a well-respected competitive marketer in the mid-1980s through early 1990s. He helped form the customer acquisition and customer retention organizations and managed a \$20 million marketing budget for retention strategy and customer loyalty marketing. Jim developed the key measurement models for AT&T's retention marketing programs and developed innovative approaches to maximize corporate profits in marketing investments. He has been recognized with the highest level of awards for his accomplishments throughout his career at AT&T.

Between AT&T and Lenskold Group, Jim helped found a start-up technology company, Quality Technology Solutions, Inc., and held the position of Executive Vice President. He is on the Board of Trustees for the Training, Inc. National Association, a nonprofit organization that has a history of success in preparing unemployed and low-income individuals for self-sufficiency and career growth. Jim earned his Master of Business Administration from Rutgers University Graduate School of Management where he supplemented his marketing and strategy experience with studies in entrepreneurial consultation and business finance.

Additional information is available at www.lenskold.com or via e-mail through jlenskold@lenskold.com.

About the Lenskold Group

Lenskold Group offers one of the most comprehensive and innovative approaches to applying marketing ROI techniques and tools to plan, measure and optimize marketing strategies toward maximum profitability. Lenskold Group combines financial discipline and a unique blend of measurement methodologies to deliver practical solutions that establish accountability and credibility for marketing organizations.

Lenskold Group delivers:

- Customized marketing ROI techniques, tools and processes for planning and assessing the financial contribution of marketing
- Comprehensive, multi-methodology measurement plans that efficiently use limited measurement and analytic budgets
- Marketing-impact tracking and performance analysis
- Custom-developed ROI campaign planning tools
- Prioritization and definition of key metrics for marketing management and dashboard development
- Advanced modeling and analytics specifically designed to deliver ROI analysis and profit-improving decisions
- ROI solutions to guide annual planning, budget allocations, marketing and sales integration, and go-to-market strategies
- Intense two-day Marketing ROI boot camps to accelerate adoption and implementation of ROI measurements and analyses
- Customer retention and churn reduction profitability improvements with integrated strategic and analytic services
- Customer acquisition and lead generation program profitability improvements with integrated strategic and analytic services
- Customer value and growth analysis
- Strategic breakthrough development, planning and measurements

Learn more about our strategic consulting, marketing management, and marketing ROI services by visiting www.lenskold.com or calling 732-223-8886.