

James D. Lenskold

Speaker Profile



- **Marketing ROI Guru**
- **Established Strategic Marketing Consultant**
- **International Speaker, Writer and Expert Resource**
- **Author of the book *Marketing ROI: The Path to Campaign, Customer and Corporate Profitability***

(Top 5 Finalist in the 2004 Berry-AMA Prize for Best Book in Marketing)

Jim Lenskold has developed the most innovative and comprehensive Marketing ROI processes, strategic applications and tools—evolved over a 20-year career, 5 intensive years of research and development, and training sessions worldwide with over 300 marketers. His critical thought leadership integrates key principles from strategy, marketing, sales, and finance to offer companies in all industries a resource for increasing marketing and customer profitability. With experience in corporate marketing at AT&T and as President of the Lenskold Group since 1997, Jim brings a diverse background in strategic planning, B-to-C marketing, B-to-B marketing, direct marketing, CRM, customer retention, marketing innovation and growth strategies.

As an energetic and informative presenter, Jim provides every audience with a new vision for achieving marketing profitability and clear, actionable direction for implementation. Speaking engagements include keynotes, panel presentations, solo presentations and multi-day workshops.

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Select Presentation & Workshop Topics

- Measuring & Managing Marketing ROI
- Using Financial Intelligence to Guide Marketing Strategies
- Managing Customer Profitability
- Marketing ROI for B2B Companies
- Strengthening the Finance and Marketing Relationship
- Integrated Sales & Marketing Planning (presentation or 3-day boot camp)
- Marketing ROI Techniques: Improving Measurements, Analytics & Campaign Profitability (2-day customized corporate workshop)
- Executive Briefing Session: Managing Marketing Investments to Improve Profitability

Note: Customized topics also available

James D. Lenskold Biography

An international speaker and recognized marketing expert, Jim is President of Lenskold Group and author of **Marketing ROI, The Path to Campaign, Customer and Corporate Profitability** (McGraw Hill, 2003). Jim publishes articles and presents internationally on the topics of marketing ROI, customer profitability, marketing strategy and business growth strategy.

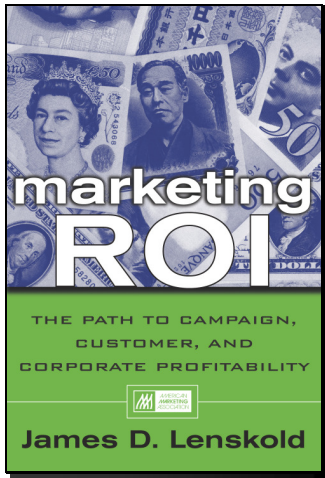
In 1997, Jim launched the Lenskold Group, following the growth of a start-up technology company from 1993 to 1997. The Lenskold Group provides strategic consulting, market planning, marketing ROI, customer profitability management and marketing innovation services to corporate and emerging businesses. Clients have included JP Morgan, Proctor & Gamble, Citibank, Mastercard and EB Games. Jim is a member of the Advisory Board for *CMO Magazine* and has served on the Editorial Board for *CRM Today*.

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. Programs launched included AT&T True Savings[®] and AT&T True Rewards[®], two of AT&T's most successful marketing efforts. He has been recognized with the highest level of awards for his accomplishments throughout his career at AT&T.

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. He is Chairman of 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.

You can reach Jim by e-mail at jim@lenskold.com.

Marketing ROI Book Overview



“Although long considered an oxymoron by too many marketers, *Marketing ROI* provides keen insight which can assist managers and organizations in viewing marketing more as a ‘science’ rather than pure ‘art’”.

- David Pugliese, Vice President
Product Marketing & Mgmt
COX COMMUNICATIONS, INC.

Marketing ROI presents an idea whose time has come. The idea? That marketing is an integral part of driving an organization’s profitability by generating sales growth from high value customers and trimming costs from ineffective channels. It is reasonable—in fact, beneficial—for executives to expect a measurable return on investment, just as they expect returns on capital, technology and other essential expenditures.

Built around a straightforward formula that can be adapted and implemented to match each organization’s own operational and financial requirements, **Marketing ROI** presents tools, techniques and methodologies for strategically maximizing profits at the campaign, customer and corporate level.

Return on investment (ROI) is today’s key business tool for measuring how effectively a company uses its assets--yet few marketing organizations have the capabilities and knowledge to effectively manage their budgets with financial intelligence. **Marketing ROI** changes that, showing marketing practitioners and corporate executives how to employ marketing ROI processes and tools to quantify their organizations’ strategic marketing decisions and maximum the incremental profits generated by each dollar invested in their marketing programs.

Traditional marketing budgeting and measurements are not keeping pace with the science, technology and expectations of today’s corporations. **Marketing ROI** removes the veil of mystery around the financial dynamics of marketing and maps out the path to profitability.

Mplanet – "Measuring Marketing ROI in the B2B World"

November 2006, Orlando, FL

Marketing Precision Conference: The Value of Marketing (Conference Board)

September 2006, New York, NY

MarketingProfs Executive Marketing Retreat

April 2006, Santa Barbara, CA

IIR Return on Marketing Investment Conference 2006: Winning C-Level Respect and Support with Marketing ROI

February 2006, Fort Myers, FL

The CMO as Chief Growth Officer: Innovation and Growth Strategies for Marketers

November 2005 – Conference Board Marketing Conference, New York, NY

CMO Perspectives

September 2005, Colorado Springs, CO

CMO Council Conference

September 2005, New York, NY

AMA's 2005 Strategic Marketing Conference

May 2005, Chicago, IL

Senior Marketing Executive Roundtable (Conference Board)

April/May 2005 – Measuring Marketing's Impact on the Bottom Line
Chicago & New York (co-chair & speaker)

Marketing ROI Techniques: Improving Campaign Strategies, Analytics, and Profitability

Two-day workshops held since 2004 throughout the U.S., China, Australia, New Zealand and South Africa

Other presentations include:

Marketing ROI: Guiding Strategies and Enhancing Measures

CFOs are from Mars, CMOs are from Venus

Marketing in the Fast Lane: Customer-Centric ROI

More Profitable B2B Marketing: Manage Your Leaky Sales & Marketing Funnel

Building Market Leadership with Marketing ROI

Measuring Long-Term Advertising ROI

Marketing ROI and Measurements Trend Study

March 2006 – conducted in conjunction with MarketingProfs

MarketingProfs

Four Ways to Get More out of Your Annual Planning and Budgeting – August 2006

Turning Customers into Your Sales and Marketing Department, written with Bill Lee – March, 2006

Building Profitable Customer-Centric Strategies (Part 3 of 4-part article series) – July 2004

Financial Intelligence for Strategic Planning – December, 2003

CMO Magazine

Three Lessons for More Effective ROI – February 2006

One Part Inspiration – December 2005

A Well-Oiled Machine – September 2005

Repeat After Me – July 2005

Prophet-ability – April 2005

The Marketing Profitability Path: Mapping Your Journey

March 2004 - White paper co-authored with Hugh Macfarlane, distributed on Marketing Profs website

Customer –Centric Marketing ROI

January/February 2004 – Feature article in *Marketing Management* (American Marketing Association publication)

Marketing ROI: The Path to Campaign, Customer and Corporate Profitability

August 2003 – Professional book (McGraw Hill and the AMA)

About the Lenskold Group

The Lenskold Group has surpassed traditional mind-sets and methods to develop the most comprehensive and innovative process to plan, measure, and optimize marketing strategies toward maximum profitability. The Lenskold Group has delivered high-quality consulting and marketing services to generate profitable growth for a broad range of client companies since 1997. Our team of accomplished professionals and our strong network of partners provide cohesive and comprehensive solutions.

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



Services Include:

Workshops

- Marketing ROI Techniques
- Marketing ROI Executive Briefing Sessions
- Integrated Sales & Marketing Planning Boot Camp
- Web Training & Customized Coaching

Consulting Services

- Marketing ROI Assessment
- Campaign Profitability Analysis
- Campaign Strategy, Planning & Testing
- Integrated Marketing & Sales Funnel Development
- Market Test Design & Management
- Customer Profitability Analysis
- Customer Retention Strategy, Planning & Testing
- Measurement, Modeling and Analysis
- Marketing ROI Tools & Technology Implementation