Speaker Profile

Lenskold Group

Highlights:

- **Marketing ROI thought leader**

- **International speaker, author, and consultant**

- **Expert resource to Forrester, the CMO Council, Advertising Research Foundation, and the Council of Marketing Executives**

- **Author of the Internationally reknown book: *Marketing ROI: The Path to Campaign, Customer and Corporate Profitability***

Jim Lenskold has developed the most innovative and comprehensive Marketing ROI processes, strategic applications and tools, all evolved over a 25-year career, years of intensive research and development, and in-depth training and consulting sessions with over 1,500 marketers worldwide. His critical thought leadership integrates key principles from strategy, marketing, sales and finance to offer companies 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, growth strategies and measurements.

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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, solo or panel presentations and multi-day workshops.
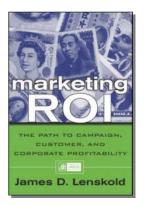
Select Presentation & Workshop Topics

- Measuring & Managing Campaign ROI
- Smarter Measurements to Manage and Deliver ROI
- Lead Generation & Lead Nurturing ROI
- ROI-Driven Marketing Mix Modeling
- Managing the Purchasing Funnel to Maximize ROI
- Developing High Impact Dashboards & Key Metrics
- Maximizing Current Customer ROI
- Unlocking ROI with Integrated Marketing Strategies

    Note: Customized topics are also available

Jim Lenskold – Background

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). Jim publishes articles and presents internationally on the topics of marketing ROI, customer profitability, integrated marketing and growth strategies.

Founded in 1997, Lenskold Group provides marketing ROI, measurement and analytics, customer lifetime value, and performance improvements to corporate and emerging businesses. Clients have included MasterCard, Kodak, Avaya, Seagate, Nintendo, EMC and many more. Jim served on the Advisory Board for CMO Magazine and the Editorial Board for CRM Today.

The book *Marketing ROI* has established the standards for accurately measuring and managing marketing performance and ROI. These standards are 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 expenditure. There is no other source for such a comprehensive financial assessment that applies to B2C and B2B marketing across the full spectrum of marketing channels and tactics.

Lenskold Group has published often on the subject of marketing effectiveness including:

- Global Marketing ROI & Measurements Research Study (annually since 2005)
- B2B Lead Generation ROI Study (annually since 2008)
- The CMO Guide Series of white papers
- Numerous articles published by *Marketing Management Magazine, CMO Magazine, MarketingProfs.com and CRM Today*

Jim has presented at numerous venues over the past ten years including:

- AMA Marketing ROI Techniques workshop, 20+ sessions run by Lenskold Group
- The Annual Conference on CRM and Marketing, Stromstad, Norway
- Marketing Profs B2B Forum, Boston, MA
- Brand ManageCamp, Chicago, IL
- Senior Marketing Executive Roundtable (Conference Board), Chicago, IL & New York, NY
- CMO Council Conference, New York, NY
- Mplanet (AMA) – "Measuring Marketing ROI in the B2B World", Orlando, FL