

BRUCE CULBERT
Managing Director, BPT Partners

Bruce Culbert is described as an e-Commerce visionary by Forrester Research and a “charismatic leader” by Information Week. CRM Magazine recognized him as “One of the 20 Most Influential People in CRM” when featuring the “best and the brightest the CRM Market has to offer”.

Mr. Culbert’s career represents more than 20 years of experience leading ground breaking information technology solutions and launching new business initiatives for companies including IBM, BearingPoint, KPMG and salesforce.com. He is a founding principal and Managing Director of BPT Partners, the premier research, training and education company focused on advancing the skills and competency of professionals in the CRM industry.

Mr. Culbert regularly speaks at industry, customer and partner events and currently serves on the Board of Directors at some of the fastest growing companies in the United States. He is featured and his articles and commentary appear in leading magazines and periodicals including the Wall Street Journal, Supply Chain Management Review, Business to Business, VAR Magazine, CRM Magazine, the Atlanta Business Chronicle, Information Week and others.

Mr. Culbert currently serves on the Board of Directors at Salesnet, a leading provider of on demand sales solutions. He is also a Director on the Board of the CRM Association and a member of the Board of Advisors of the Rutgers University CRM Research Center.