

Paul Greenberg
Chief Customer Officer, BPT Partners

Paul Greenberg is an internationally renowned expert on CRM and one of CRM's most influential authors. His best-selling book, *CRM at the Speed of Light: Essential Customer Strategies for the 21st Century*, is now in eight languages and is used as a textbook in over 60 countries and universities across multiple continents. It is called "the number 1 CRM book" by SearchCRM.com. The Asian edition of CIO Magazine named it one of the 12 most important books an Asian CEO will ever read. It is called "the bible of the industry."

Mr. Greenberg has years of experience with both CRM and Enterprise Resource Planning (ERP). He has built SAP and People Soft practices and, has extremely deep ties into the CRM and enterprise applications communities. He writes regularly for publications like CRM Magazine, SearchCRM.com and CRMGuru. He is a contributor to multiple other national business magazines and newspapers including the New York Times where he is quoted as a subject matter expert. He is considered one of CRM's leading authorities on strategy and on the state of the market. He is a keynote speaker at conferences and seminars in the United States, across Europe, Asia and Australia.

Mr. Greenberg is the co-chairman of the newly created CRM Research Center at Rutgers University and has been named the Executive Vice President for the CRM Association.



He is a member of the Board of Advisors of Baylor University's MBA CRM Program. He is a member of the Destination CRM Board of Experts, SearchCRM Expert Advisory Panel and the CRMGuru Expert Guru Panel among many others.

Mr. Greenberg is a founding principal and executive director of BPT Partners, the premier training and education company focused on advancing the skills and competency of professionals in the CRM industry. He is president of the 56 Group, an enterprise applications consulting services firm, focused on CRM strategic services. Prior to his position as president of the 56 Group, LLC, he was the executive vice president of Live Wire, Inc. a Massachusetts-based enterprise applications staff augmentation company. Before that, he was vice president of marketing for Atlantic Duncans International (now Optimos) where he was responsible for developing and securing strategic relationships with critical vendors and partners. In addition, Mr. Greenberg was the director of strategic relations for Nexgen Solutions, Inc., where he was directly responsible for generating business development working with Fortune 500 clientele.