



About Patrice Barber

Speaker, Serial Entrepreneur, Inbound Marketing Expert

Patrice Barber is CEO of CXM, an international inbound marketing firm. With over 18 years experience in both corporate positions and building and selling multiple startup operations, she learned first-hand what to delegate, what to automate, and how technology simplifies business. Her experience in team development in both domestic and international markets makes her an indispensable leader. Patrice is a mentor and contributor to several local and global entrepreneur programs for youth and adults.

She is a sought after national speaker, guest lecturer at Denver University's MBA program, and an award winning business automation consultant. She has presented as a keynote speaker to over 1100 executives and leadership team. Her team has provided marketing services to over 550 companies and consulting to 35 Fortune 500 corporations. The results-based model delivers effective client acquisition and retention using cloud-computing technology to connect across five marketing channels including social networking and content marketing. Typically, clients experience 25%-100% increase in online reach within 90 days based on the CXM content driven approach.

Patrice's areas of expertise include online marketing strategy, marketing automation, product launches, CRM implementation, mobile marketing, enterprise IT systems, as well as operations and business development. She has founded multiple startups; two that were successfully sold to partners after generating over \$5M in gross revenue. Patrice believes strongly in giving back to the community and is an active mentor and contributor to several local and global entrepreneur programs. Her business community contributions include COO of TiE Rockies; Board advisor for Colorado Office of Economic Development- Colorado Blue Print Development team; Charter member of International Mobile Marketing Business Network; member of the Boulder Chamber Members Council, and Marketing Committee Communications lead for the *Colorado Companies to Watch* leadership recognition program.

CXM 's client base spans three continents with clients receiving winning strategies for inbound marketing, promotional campaigns, monthly content marketing services, and a complete analytics dashboard to track all their inbound marketing leads, sales, social media, email marketing, and website engagement.

Some things you may not know:

Patrice plays classical piano, speaks French and Arabic and enjoys hiking 14'ers in Colorado. She frequently travels to exotic locals and beaches with her husband and two sons, who keep her strong in faith and young at heart with their fearless, fun-loving spirits.

Online at www.cxmmarketinggroup.com