

Biography for Christopher Barnes



Christopher Barnes has 25 years experience in helping corporations grow sales, retain clients, and improve profitability. Recently, Mr. Barnes served as a Director of Business Development for Exact Target Email Solutions. Based in Indianapolis, Exact Target was voted by Forester as the number one technology solution for email marketing. Currently they have over 5000 clients and 400 agencies under annual contract. Barnes co-founded a successful six year old Los Angeles interactive marketing agency where his clients benefited by his expertise in developing and deploying integrated marketing strategies. Mr. Barnes continually finds himself in the midst of helping businesses understand and surmount their challenges in email communications.

Mr. Barnes also operates an email consultancy called eMARKETINGWERX that specializes in creating compelling strategies and tactics for successful email implementation, as well as providing all facets of campaign administration as well.

Mr. Barnes is a graduate of the University of Minnesota. In his spare time, Mr. Barnes develops mentoring groups in the Los Angeles area. Mr. Barnes also speaks at trade shows and business schools by invitation on the subject of Interactive Marketing and Permission Email Strategies.

Places I have been asked to speak or present

2000 Invisible Marketing Summit-LA -(Interactive marketing)

2002 EMA (Email Marketing Association Seminar) The Power of E Marketing (email best practices)

2003 Martek West Trade Show (interactive marketing/email best practices)

2003- DMA Catalog SIG- (Using email effectively for Catalogers)

2005 Fabricare Trade Show (email best practices for Franchises)

2005 ACT International Trade Event LA (Bullseye marketing with email)

2004 USC Business School Guest Lecturer (interactive marketing- what's working) 2X

2004 USC Family Business Series Guest Lecturer (Email marketing for small business)

2005 DMASC-lunch program (using email effectively)

2005 LADMA-lunch program (using email effectively)

2005 DMA-NC Email Breakfast Round Table

2005 SCSC Dinner program Panelist on using blogs in business

2005 SJSU Class in Email Broadcast Technologies April 2005 (co-teacher)

2005 AMA SEO Event- (Email best practices)

2005 AMA Cause Marketing Event- (email best practices)

2006 LMU MBA Program Guest Lecturer –(Email Marketing and Personalization Trends)

2006 SCSC Dinner Program Panelist on Trends in Personalization using Email Marketing

Organizations where I sit on the Board of Directors

DMA (Direct Marketing Association Southern California)

APC (Association of Professional Consultants)

VIC Network (Advisory Board)

Blog on Email Best Practices: http://christopherbarnes.typepad.com/best_practices_for_email

Articles Written and publish on the topics of:

-Networking

-Email Trends

-Click Fraud