



Aaron Goldman

CMO, 4C

Aaron Goldman is Chief Marketing Officer at 4C, a data science and marketing technology company. Sitting at the intersection of TV and social, 4C improves marketing effectiveness and efficiency. Clients include brands, agencies, media companies and content owners like eBay, Resolution Media, NBC and Sony Pictures.

Well-known in the industry for his freestyle flow and propensity to talk about himself in the third person, Goldman has been running the digital marketing rap game for more than 15 years.

Prior to 4C, Goldman was CMO at Kenshoo, a leading enterprise marketing software company, for nearly five years. Of all his accomplishments during this time, Goldman is most proud of turning Kenshoo into multiple parts of speech, with such taglines as Kenshoo Do It? I Kenshoo, Can You? And How Do You Kenshoo?

Previously, Goldman founded Connectual, a digital marketing consulting and matchmaking firm. Before that, he was VP Marketing and Strategic Partnerships at Resolution Media, a digital marketing agency that makes it rain under the Omnicom umbrella. And in the early days, Goldman managed U.S. Midwest sales for MaxOnline, an ad network that was rolled up into IAC. He sold a lot of pop-ups.

Goldman is also the author of *Everything I Know about Marketing I Learned from Google* (McGraw-Hill 2010).

When he's not busy Googling himself, Goldman is running around Chicago with his wife, Lisa, daughter, Eliara, and twins, Ethan and Mila.

VISIT 4CINSIGHTS.COM OR FOLLOW [@4CINSIGHTS](https://twitter.com/4CINSIGHTS)