

# **James Barker**

**Black Belt Instructor at Transcendigital**

Greater Denver Area, CO, US

Digital Marketing Strategist

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## **Biography**

James W. Barker is US Navy veteran and digital communications technologist, with over 30 years of experience within the advertising, communications and software development industries. He is Co-founder and President of Transcendigital, a seasoned digital marketing services agency, where he directs successful campaigns for clients ranging from Fortune 100 companies to small businesses. Mr. Barker possesses a strong visual artistic sense, an understanding of branding, and the ability to use technology to make the vision come alive creatively with a true mastery of digital marketing media. He fundamentally understands the need to create the brand story and is laser focused on what is required to get businesses "there" in digital media. James began his career with decorated service in U.S. Naval communications technologies and micro-engineering and repair with NASA. Later he served in both ownership and leadership roles at digital services and traditional advertising agencies, including Outrider North America, a WPP company, where he was VP of Online Customer Development Services. On the personal side, Mr. Barker tends to be a renaissance man with interests including: martial arts, photography, high country hiking, illustrative art and writing. He is also a Wood Badge trained BSA Scoutmaster. As an avid martial artist, James has taught self defense martial arts to both adults and youth, as well as Tai Chi and cardio bokken to adults. He holds his Black belt in Kenpo Karate and was rated 29th in the world (24th in the nation) for martial arts weapons handling in 2002. As a writer, you can find his works in the digital marketing industry trade publications and his poetry archived and published by the International Library of Poetry.

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## **Availability**

Moderator, Workshop, Corporate Training

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## **Industry Expertise**

Design, Advertising/Marketing, Internet

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## **Areas of Expertise**

Digital Marketing, Next Step Marketing

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## **Affiliations**

United States Navy, Advertising Club of Connecticut

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## **Sample Talks**

## **Integration of on and offline marketing**

Learn how to reach otherwise elusive consumers, utilizing digital marketing on the Web to jumpstart overall cross-media campaign results when offline ad returns begin to diminish ?by reaching the same consumer in a complementary environments, through multiple touch points, and environments where they live."

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## **Event Appearances**

**Integrated Digital Marketing**  
eMarketing Conference

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## **Education**

**United States Navy**  
N/A Electronics/Communications

**Central Oregon Community College**  
AS Computer Science

**NASA**  
Micro/Miniature Engineering Electronic Engineering

**United States Navy**  
Communications Technology USN Class C

**United States Navy**  
A/N SXQ8 Pilot Briefing System USN Class C

**United States Navy**  
Electronics USN Class A

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## **Accomplishments**

**Black Belt - Kempo**  
Promoted to 1st Degree Black Belt.

**USN Service**  
Honorable Discharge

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## **Testimonials**

**Gary Decavage**

I have nothing but good things to say about Jim's work. He has had a reliable answer and productive advise on everything we've worked on together, as well as for an organization we're both involved with.

**Patrick Dugan**

Jim always gave our integrated advertising campaigns even more "legs" with smart, creative strategies for extending them to the web and interactive arenas. While many digital partners can be intimidating to clients, Jim and his crew know how to "speak interactive" in plain English, in easy-to-understand ways that make sense...and more importantly, make a difference to results and the bottom line

**David Francoeur**

James Barker is an excellent marketing person with substantive digital marketing experience. Anyone interested in improving their website or search engine rankings would be well advised to speak with him.

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