

## Michele Bartram Bio

The U.S. Census Bureau's first Customer Experience Officer, Michele Bartram currently leads CX and related digital transformation strategies, including the Census Bureau's recent designation as a High Impact Service Provider by the Office of Management and Budget.

Prior to joining the Census Bureau, she served in senior roles in customer experience, digital transformation, promotion, and communications in three other federal agencies, including the Commerce Department's BusinessUSA portal, winning the first-ever President's Award for Customer Service. Prior to that she served in the Government Publishing Office (GPO), overseeing the U.S. Government Online Bookstore and related marketing. Her first government role was with the United States Mint where she launched the first digital division and ecommerce site in federal government.

She started her career in IBM's National Federal Marketing Division in Maryland as a systems engineer and enterprise technology consultant for federal agencies such as Health & Human Services, Small Business Administration, and National Credit Union Administration. After that, she led major brand, marketing, and digital transformation initiatives—including building multiple Top 30 ecommerce businesses—in the US and Europe with such major consumer brands as: Lane Bryant, Sears, Rand McNally, Kenneth Cole, Calvin Klein, iVillage.com, Reeds Jewelers, Seagram's, and Baskin Robbins International. Fluent in Spanish from her years marketing in Spain, Bartram also earned a Master of Science in Integrated Marketing Communications from West Virginia University, studied abroad at the University of Seville in Spain, and earned her Bachelor of Science degree in Computer Science from the University of North Carolina at Chapel Hill, where she was a James M. Johnston Scholar and Honors student, as well as the first female head of the Marching Tar Heels drumline.