



MIKE MARTIN

PARTNER - REVENUE GROWTH
INTERIM/FRACTIONAL CHIEF MARKETING OFFICER (CMO),
CHIEF CREATIVE OFFICER (CCO)



RELEVANT EXPERIENCE

Mike's mantra is Performance + Persuasion for driving results. He is strong at developing strategy and then activating the plan. Sector experience includes consumer products, professional services, B2B SaaS, transportation, healthcare, IT, gaming, and more.

Key roles in Mike's distinguished career include:

Chief Marketing Officer, Codesmith – Played a pivotal role in the growth and eventual acquisition of Codesmith, a company specializing in custom software development, digital marketing, and IT staffing.

Chief Creative Officer, Jackson Spalding – Supervised the creative, production, and media teams, leading projects for iconic brands like Delta, Chick-fil-A, Orkin, and Coca-Cola, primarily emphasizing brand strategy, content creation, and marketing analytics.

Founder/Creative Director, Skylab-B – Founded and directed this Atlanta-based creative communications agency, crafting integrated marketing campaigns for a diverse clientele and partnered with a multi-cultural agency for expansive government contracts.

Co-Founder & CEO, Pan Pals – Co-incepted a SaaS and entertainment platform tailored for cooks, fostering collaboration, community-building, and culinary inspiration exchange.

Partner/Creative Director, Martin+Owen – Jointly helmed this venture, generating branded content and original programming for networks while offering consultation services for advertising agencies.

Chief Creative Officer (CCO), Fletcher Martin – Oversaw the creative, production, and strategy teams, focusing on CPG, QSR, and Telecom brands.

PERSONAL STATEMENT

I represent a new breed of Chief Marketing Officer (CMO) as a hybrid entrepreneur, startup founder, ad agency Chief Creative Officer (CCO), and seasoned content marketer. I believe in validating market demand by listening to our customers and while I hold data in high regard, I also believe that brand marketing devoid of human truth and emotion is simply noise. As a veteran marketer, I have broad industry experience across B2B, B2C, and G2C.

PRACTICE FOCUS

Revenue Growth

- Go-to-Market Plans
- Growth Strategy
- Product Market Fit
- Audience Segmentation

Marketing Services

- Brand Strategy
- Campaign Creation
- Content Marketing
- Demand Gen
- eCommerce
- Market Research
- Product Marketing

Sales & Strategic Alignment

- Marketing & Sales Team Alignment
- Customer Journey Mapping
- Facilitated workshops
- Team Structure & Realignment
- Leadership Coaching

SECTOR EXPERIENCE

Commercial Services (B2B)

- Construction
- Legal Services
- Manufacturing
- Managed Services

Consumer Products (B2C)

- Food & Spirits
- Gaming & Mobile Apps
- Healthcare
- Higher Education
- Transportation (Air, Auto, Trucking)

Information Technology (IT) -

- Application Software
- Internet Service Providers
- SaaS
- Telecommunications
- Wireless Service Providers

Non-Profit

EDUCATION

The University of Georgia - ABJ in Advertising, Bachelor of Arts in Public Relations, Advertising, and Applied Communication

The Creative Circus - Master of Arts in Art Direction

MIT Sloan School of Management - Mastering Design Thinking