



SPEAKER BIO

MARTHA BARTLETT PILAND

president + CEO

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short version

Martha Bartlett Piland, president + CEO, established MB Piland Advertising + Marketing in 1998. The agency has a reputation for razor sharp strategy, killer creative and a focus on internal audiences that make external marketing exponentially stronger.

Martha has made numerous presentations to local, state and national organizations and as far away as Canada and China. She's the inventor of TRANSFORMOTION™ in a Box, a subscription-based innovation tool for movers and shakers. Her award-winning book *Culturing Creative*, a guidebook for creative problem solvers, was published in 2015 and is available on Amazon.

She is widely regarded as not only a marketing industry expert but as an innovative entrepreneur and business leader as well. In March, 2017 she was inducted into the Kansas Business Hall of Fame.

long version

A graduate of Washburn University, Martha spent several years in retail management before joining a major midwestern marketing firm, which helped launch her career.

In 1997, she joined Heartland Health as Marketing Director where she built the fledgling insurance company's marketing department from the ground up.

In 1998, MB Piland Advertising + Marketing was born. The agency has a reputation for razor sharp strategy and killer creative. Helping clients develop and maintain a strong internal brand that aligns with their public brand is a differentiator for her firm and the clients she serves.

She's the inventor of TRANSFORMOTION™ in a Box, a subscription-based innovation tool for movers and shakers. Her award-winning book *Culturing Creative*, a guidebook for creative problem solvers, was published in 2015 and is available on Amazon.



Under her leadership, MB Piland has received dozens of local, regional and international awards. Martha is a highly-sought speaker and has traveled across the US and Canada—and as far as China —speaking on branding and marketing strategy, facilitating retreats and giving motivational talks.

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