

Patricia Martin is an author and noted expert on commerce and culture. She is CEO and founder of LitLamp Communications, an award-winning marketing boutique acclaimed for using culture as a medium to connect brands with communities of consumers. Martin conjured a strategy for the Asian tour of the New York Philharmonic, spearheaded a viral Information Privacy initiative funded by George Soros, launched Animal Planet, introduced Dannon products into school lunch rooms nationwide, and re-focused Sun Microsystems' higher education strategy.

Author of the books *Renaissance Generation: The Rise of the Cultural Consumer and What it Means to Your Business* and *Tipping the Culture: How Engaging Millennials Will Change Things*, Martin pioneered the point of view that the convergence of art, technology and entertainment is remaking the American consumer. A keynote speaker in demand, Martin brings C-level executives to their feet when she casts the American consumer in a new light and sets the stage for marketing in the 21st Century. Characterizing her speaking style, the *Houston Chronicle* said Martin has a "magnetic presence."

Before founding her firm in 1995, Martin created the first-of-its-kind sponsorship marketing division for the American Library Association. While there, she partnered with some of the world's most recognized brands, including Microsoft, where she built the blueprint for what is now the Gates Library Foundation, an initiative Mr. Gates believes "History will get right," as his most important legacy (*New York Times*, Nov. 6, 2002). Martin has been featured in the *Chicago Tribune*, the *New York Times*, NPR, the *Wall Street Reporter*, *Market Watch*, *Harvard Business Review*, and *Advertising Age*. She is a frequent contributor to *Advertising Age* and *The Huffington Post*, a Senior Research Fellow at the Institute of Cultural Affairs International, and lives near Chicago with her daughter, Grace.