

Vicki Martin

Managing Principal, Blue Martin Consulting, LLC

Vicki Martin is a senior executive, consultant, and serial entrepreneur. Her project and assignment-oriented career includes industry experience in high tech, higher education, software development, data analytics, healthcare, telecom, venture capital, professional services, non-profits, cause marketing, travel and tourism, energy (oil & gas and power utilities), aviation, financial planning and investment management, furniture and interior design.

She specializes in rapid growth models, commercializing early-stage ventures, new product/service introduction, mid stage revitalizations, business model assessment, and all requisite strategic planning. Recent areas of focus include providing leadership capacity often as a “fractional C-level officer, professional management to formalize operations, modernization of marketing strategy, organizational problem solving and conflict resolution, and contract negotiations. Vicki completed undergraduate work in Biology at Rutgers College, Rutgers University, holds an MBA, an MA in Economics (ABT) and a PhD (ABD) from the University of South Carolina. In addition, she holds an MS in Psychology from the University of Kentucky and a PhD (ABD) in Psychology.

