

Vicki S. Martin
2024



Guided by an unwavering commitment to excellence and continuous learning, Vicki Martin has a career shaped by a strong focus on projects, assignments, entrepreneurship, a diverse range of industries, and a kaleidoscope of accomplishments. As a seasoned executive, entrepreneur, and consultant, she brings a wealth of skills and experience to the table. Her work has spanned across an array of sectors, including aviation, high tech, software development, data analytics, financial planning and investment management, healthcare, higher education, non-profits, cause marketing, telecom, venture capital, professional services, energy (oil & gas and power utilities), furniture and interior design, and travel and tourism.

In recent years, areas of focus are leadership capacity, often as an interim C-level officer (CEO, COO, Chief Strategist) and/or project management with a passion for ambitious growth at any stage, business model assessment, strategic planning, mid-stage revitalization, designing and implementing the transition to professional management, commercializing early-stage ventures, finding and cultivating talent, and solving gnarly problems.

Currently, Martin is the Managing Principal of Blue Martin Consulting, LLC (www.bluemartinconsulting.com). Clients have included Triton Airways, LLC and the Provost's Office of the University of New Mexico. Martin served as the COO of D. Scott Neal, Inc. and was the Special Assistant to Dean David Blackwell (recently the Provost of UKY) of the Gatton College of Business at the University of Kentucky where she did special projects. Prior to that, Martin served as the CEO for mBeWell, a Software as a service (SaaS) firm and before that was part of the team to divest 87 restaurants from a private firm in Lexington, KY.

She did her undergraduate work in Biology at Rutgers College and holds an MBA, an MA in Economics (ABT) and a PhD (ABD) in Economics from the University of South Carolina. She also holds an MS in Psychology from the University of Kentucky and a PhD (ABD) in Psychology.

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