



MARTHA BARTLETT PILAND

PRONUNCIATION

Piland is pronounced "PIE-lund," with the emphasis on the first syllable.

TITLE

Martha is president and CEO • martha@banktastic.agency

INTRODUCTION

She's an innovator, inventor and entrepreneur. Some call her a business personal trainer.

In 1998, she founded MB Piland Advertising + Marketing. The agency has a reputation for razor sharp strategy and killer creative. Martha's vision led to the creation of BANKTASTIC, a division of MB Piland that focuses on financial institutions and organizations that serve them.

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

Her second book, *Beyond Sticky*, published in 2019 and is available everywhere books are sold. Her articles regularly appear in the *American Bankers Association Journal*.

Under her leadership, the firm 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.

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



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