



# MARTHA BARTLETT PILAND, CFMP

## SPEAKING CREDENTIALS

### ABOUT THE SPEAKER

Martha Bartlett Piland is president & CEO of Banktastic, a marketing agency that helps financial brands build love and loyalty through outcomes-based programs, branding and advertising.

She's a national speaker on branding, marketing, business development and advertising. She's presented at more than 100 events and conferences and has served on three bank advisory boards. Martha is a regular contributor to *The Financial Brand* and the *ABA Bank Marketing Journal* with articles and on-demand webinars. She earned the ABA Advanced Bank Marketing Certificate and has ABA certification as a Certified Financial Marketing Professional (CFMP).

She's also an inventor, author and illustrator. The Banktastic National Millennial Advisory Board is her brainchild.

Her award-winning book *Culturing Creative*, was published in 2015. Her second book, *Beyond Sticky*, was written specifically for bankers and is available at all major booksellers.

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

### SPEAKING AND TRAINING REFERENCES

*"Martha Piland presented a high-energy sales seminar to a group of high performing U.S. Bank Commercial Relationship Managers. She spent time with me in advance learning about our strengths, weaknesses, opportunities and threats. This made the seminar relevant and*



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usa

*immediately applicable to everyday sales and marketing applications. I would highly recommend Martha and her team."*

**Wendy A. Wells**  
**Commercial Division Manager • U.S. Bank**

*"This was a great reminder that we need to continue to think outside the box to market to everyone after COVID and the changes that individuals have come to know as their new routine. What once was effective is no longer effective especially in branch marketing when we do not have anyone coming in the lobbies."*

**Stephanie Shillingburg**  
**Executive Vice President & Chief Banking Officer • F&M Bank**

*"Great interaction. I really enjoyed your take on millennials and how DEI will assist banks in growth and acknowledgement."*

**Thomas Claiborne**  
**Assistant Vice President | Regional Manager • Chesapeake Bank**

*"Martha's presentation was thorough, informative and presented in a very creative way. She actively engaged the audience and made them a part of the presentation. She was confident with a good dose of warmth and humor."*

**Nancy Goodall, JD**  
**Senior VP and Trust Officer (recently retired) • CoreFirst Bank**

