



## MARTHA BARTLETT PILAND, CFMP

### PRONUNCIATION

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

### TITLE

Martha is president and CEO.

### INTRODUCTION

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

Martha founded 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 has traveled across the US and Canada—and as far as China—to speak, facilitate retreats and give motivational talks. Martha has served on three bank advisory boards and 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).

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 as well. In 2017, she was inducted into the Kansas Business Hall of Fame.



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