



Marti Barletta's dynamic style, command of her subject and passion for her topic make her a popular speaker at corporations and conferences. Combining gender expertise, marketing experience and a lively sense of humor, she delivers eye-opening insights and practical "how to" pointers that audiences find enlightening, entertaining and easy to apply. She writes regularly for column for AdAge.com, Marketing Profs and The Boomer Project and has been quoted on CBS Evening News, ABC Money Matters, and The Today Show on NBC, as well as in the Wall Street Journal, New York Times, Fast Company, Business Week, Entrepreneur, and many other publications worldwide.

Prior to launching The TrendSight Group, Marti was VP, director of Frankly Female at Frankel, a leading brand marketing and promotion agency. She created Frankly Female, a strategic capability for marketing to women, after spending several years managing the agency's packaged goods business unit, including clients Kodak, Nestle, Equal, Dial and General Mills. Before expanding into promotion, Barletta spent ten years in the advertising business, rising to the position of VP, account director at Foote, Cone & Belding, Chicago. At FCB, she managed advertising campaigns for Kraft Macaroni & Cheese and Dinner brands, two of which received Kraft Advertising Excellence Awards. Other accomplishments included an Effie Award-winning campaign for Celestial Seasonings, new product introductions for Sara Lee and strategic positioning for Pearle Dental Centers and Visionary eyewear stores. Marti worked at Tatham, Laird and Kudner, Chicago, on Kimberly-Clark and Quaker Oats, and at McCann-Erickson, San Francisco, on Del Monte products. She began her career in brand management with the Clorox Company.

Marti Barletta

Speech Topics

- Marketing
- Leadership
- Generations
- Executive Speaker



Testimonials

"The 2008 RECON was one of the most exceptional conventions we have had..and that was due solely to speakers like you! It was great having you speak at another ICSC event."

- International Council of Shopping Centers.

"Thank you for your powerful presentation at our 10th anniversary seminar. The assesment by the audience was excellent and your presentation topics are still hot topics of conversation."

- Head of Diversity, Novartis.