

Lori J. Martinek



Lori's extensive experience on all sides of the marketing triad (agency, client and media) has made her a sought-after branding strategist in the public and private sector. As the owner of ED/c Partners, an award-winning branding, marketing and public affairs firm with a diverse client list, Martinek has worked side by side with CEOs, government officials, civic leaders and academic leadership to get both them and their organizations noticed — online and off.

Martinek has increased the visibility of county, regional and state economic development agencies and private sector clients across the country. She is an accomplished speaker and a consultant to CEOs and government officials. Martinek has managed the marketing programs of U.S. Small Business Administration (SBA) Small Business Development Center (SBDC) networks in Arizona and Illinois, served as an SBA/SBDC enterprise development specialist, a SCORE Subject

Matter Expert and as a president, board member and consultant to community foundations and civic ventures. She chaired the Digital Marketing program of the McDowell Sonoran Conservancy and served as Vice Chair of its Marketing Committee. Lori is also an active mentor to aspiring entrepreneurs who has a passion for helping traditionally underserved populations.

Martinek's client resume includes global energy companies Concord Blue and Good Earth Power; media giants Gruner+Jahr and Brown Printing Company; consumer products powerhouse TORO; retailers Lowe's, Seigle's Home & Building Centers and Wickes Lumber; manufacturers including DANA/Brake Parts, Raybestos and Paltronics; national developers Fritz Duda Co., Edward R. James Partners, Ryan USA and Crown Community Development; and healthcare networks Mercy Health System, Centegra Health System, Centegra Behavior Health and Summit Healthcare.



Her economic development resume includes projects for public/private partnerships, agencies and initiatives in the start-up and growth phases at all levels of government, and for community college systems and university networks in Alaska, Arizona, California, Illinois, Maryland and New Mexico. Her areas of specialty include Branding, Public Affairs, Marketing, Digital Outreach, Social Media Strategies, Business Attraction, Retention, Expansion and Legislative Affairs. Her successes include private development projects, referendums and community outreach. She is highly experienced in government affairs, stakeholder outreach and grant administration.

Martinek holds a Master's degree from Northwestern University's prestigious Medill School of Journalism. She began her career at Foote, Cone & Belding Worldwide in Chicago, where she developed high-impact media strategies for clients including S. C. Johnson, Coors, Killians Red, First National Bank of Chicago and Payless Shoes.

As a National Marketing Manager for Wickes Lumber Company, Martinek went on to develop innovative consumer and contractor programs for the 223-store retailer, including the production of award-winning programs for Owens Corning, Black & Decker, Dutch Boy and Kohler.



Her publishing credits include articles on brand management and marketing for national media and 26 years of bylines in metro newspapers including the *Chicago Tribune*, the *Wisconsin Capital Times/State Journal*, the *Pioneer Press* and the *Northwest Herald*. Martinek is the author of two books, *Retiring Solo* (2016) and *Be The Bulb!* (2009). Both are available on Amazon. She also writes for a variety of international lifestyle publications and blogs. Martinek speaks to audiences across the country on topics including branding, economic development marketing and entrepreneurship. She is also the founder of MindingHerBiz, a pro bono project which helps female entrepreneurs confront the challenges of startup and growth.