

# Marty Avery

Marty Avery is passionate about connecting us to the people and processes we need to create flourishing enterprises and fulfilling lives. Leveraging 20 years experience in sales and marketing, and 7 years building 2 successful start-ups, Ms. Avery collaborates with business leaders to design and implement healthy, growth strategies. 2 of her clients are presently among PROFIT's Top W100 Fastest Growing Companies.



She is the Chief Catalyst with What If? ; adjunct faculty at the Banff Centre's Banff New Media Institute's Interactive Projects Lab; and is faculty at the Canadian Film Centre's Media Lab.

In demand for her unique perspective, innovative tools, and quick, creative thinking Ms. Avery has addressed, facilitated and moderated gatherings across Canada and the U.S.A. Most notably, she has presented on *Leading Ideas--Future of Leadership* with Paul Kennedy of CBC's Ideas, *Leadership* to NGO's and technologists at the Web of Change 2007, and *Leading from Within* to entrepreneurs at the Women Presidents Organization; on *Corporate Social Responsibility* to CEO's at BUZZ an executive think tank in California, and on *Digital Delivery* at two Corporate State CEO summits.

Ms. Avery is an advisor to NextMEDIA and Vice Chair of the Future Possibilities Board of Directors. She is honoured to have participated in the Prime Minister's Task Force on Women Entrepreneurs and the U.N. World Summit.

# Marty Avery References

“Marty combines the mind of a scientist with the soul of an artist.”

Carol Hyams--Morguard

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“Marty Avery is an expert presenter, listener and connector. In the 3 years that I've relied on her services to mentor, coach, teach, connect and network I've continually been impressed with the level of enthusiasm she brings to each project and how that enthusiasm undoubtedly rubs off on those that she works with. Marty is a new school thinker skillfully combining a multiple array of disciplines, experiences, interests into a friendly, digestible and meaningful package. A package which helps individuals and organizations achieve their potential while navigating through complex ideas around innovation, social change and profitability.”

Mark Greenspan  
Director of Digital Media  
Achilles Media Ltd.

“I have known Marty for over 30 years. She has a knack for cross-fertilizing ideas and naturally transfers and applies knowledge into a new environment. To do that, she is observant, watchful, and pays close attention to process and path. She does this with abundant energy and enthusiasm, and in so doing, is able to gather and unite folks with wide and sometimes divergent interests. She is able to delve into technical issues, and yet bring the necessary edge of creativity to a situation requiring a turnaround, or transformation. In my opinion, she possesses a rare and valuable combination of skills and is a walking catalyst... a force of nature.”

Lesley E. Gregory  
President  
The Corporation for International  
Settlements (Canada) Limited &  
Vice Chair and President  
Canada Arab Business Council

“I think she's got a special talent and have really enjoyed working with her. I've told her she's my killer app. I like to weave her in and out of events because it primes people. It's really meaningful not just hype. I have a lot of respect for Marty Avery's work.”

Susan Kennard  
Director and Executive Producer  
Banff New Media Institute, the Banff Centre