



MARTY STRATTON

Entrepreneur Spirited & Motivational Speaker

Business execution strategist who accelerates business growth... for your business legacy!

Expertise

- Organization Execution & Development
- Entrepreneurism
- Leadership
- Marketing & Brand Delivery
- Teamwork & Employee Engagement
- Value Creation & Marketing Message Development

Examples of Audiences

- National Farmers Market Conference
- EntreFest - Iowa Entrepreneur Development Conference
- Cedar Valley Manufacturers Association
- State Conference for "Keep Iowa Beautiful"
- Chamber & Local Civic Organizations
- Online - Webinar Presenter; Marketing, Branding and Sales Execution

Experienced Business Leader, Entrepreneur & Motivational Speaker

Speaking References

- **Larry Carlstone**
Vice President Yakima Industries
Phone: 319-296-5292
- **Cynthia Goro**
Worthington Partnership LLC
Former President Wayne Engineering
Phone: 319-830-3555
- **Michael Hahn**
Executive Dir. Fargo Downtown
Former Small Business Development Director, Iowa
Phone: 319-230-9754
- **Shellie Atkins**
CPM/MBA Supply Base Manger
John Deere AG Division
Phone: 319-292-8818
- **Maureen Collins-Williams**
Small Business Development Director/UNI Regional Business Development & MyEntreNet Leader
Phone: 319-215-2596
- **Amy Kuhlert**
MyEntreNet System
University of Northern Iowa
319-273-4378
- **Jan Walters**
Former Iowa Dept of Human Services— EBT Leader
Phone: 515-971-1076
- **Patrick Palmer**
Entrepreneur
Phone: 641-456-1936
- **Alan Halfery**
Entrepreneur
Phone: 641-275-1709

Primary Message:

Performance Marketing; how to serve your customers & achieve your personal and business goals!

Most Requested Speaking Program:

- Business Execution with Heart, Mind and Results
- Business Truths and Entrepreneur Spirit
- Brand Reputation; Delivering Business Results from Within
- Building Business Trust with Employees & Customers
- Organizational Marketing; Creating Sales through Your Employees
- Marketing Momentum-How to Get It & Keep It

Customers and audiences say that Marty **"gets it!"** One audience member refused to leave a presentation for a much-needed bio break because **she "might miss something."** Bringing over thirty years of business leadership to his presentations, Marty Stratton listens and adapts, drawing the audience into the discussion for maximum impact. He facilitates the discussion using life experiences in a way that is both insightful and entertaining. His presentations focus on how to serve the customer for maximum opportunity.

Marty's blend coaching, team building, marketing, and "street experience" along with common sense into a dynamite formula for new opportunities. As a college athlete, he understands the importance of teamwork, alignment, commitment, setting high expectations, and accomplishing difficult tasks.

Business leaders report positive impact with employee's commitment, productivity and increased sales as they apply the methods Marty shares. His message improves marketing understanding and sales delivery and unifies teams to serve the customer. He brings clarity to the importance of aligning the business brand with the internal brand reputation for the benefit of customers, workers, and business ROI. Many of his presentations are workshops that help business leaders make necessary changes or establish new directions for business growth.

Marty polished his entrepreneur spirit while leading small businesses for the past several years. His career includes working with Maytag in sales, marketing, operations following his teaching and coaching career. With a BA in Education and a Masters in Organization Management, he shares a wealth of knowledge and experiences. He serves as the President of Strat Exe, Inc., where he works closely with business leaders & owners to improve their business execution and build their business legacy.

Call to discuss your needs; Keynote, Workshops, Breakouts and Training Sessions

Contact: Martin Stratton Phone: 641-831-9440 Email: Marty@MartyStratton.com