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**Patricia Martin Biography**

Author and consultant Patricia Martin is one of the nation's foremost authorities on the emerging marketplace created by the convergence of art, entertainment, education, and technology. She is president of Chicago-based LitLamp Communications Group, the firm she founded in 1995. The firm has worked with a variety of organizations including the Discovery Channel, Bank North, the Seattle Opera, the New York Philharmonic, Target, Unisys and Sun Microsystems.

Prior to starting her company, Martin created and managed a first-of-its-kind sponsorship marketing division at the American Library Association (ALA), where she worked with Fortune 100 companies on campaigns that generated over \$6 million in new revenues in just 18 months. In 1994, she collaborated with Microsoft to develop the blueprint for what is now the Gates Library Foundation, an initiative Bill Gates believes "history will get right" as his most important legacy ( *New York Times* , Nov. 6, 2002). Before joining ALA, she held positions at the Art Institute of Chicago and Coronet Films, respectively.

Martin is the author of a new book, *RenGen: Renaissance Generation — The Rise of the Cultural Consumer and What It Means to Your Business* (Platinum Press 2007). In it, she draws on 20-plus years of experience in working with artists and corporate executives alike who are anxious to understand the cultural consumer. Her thinking goes beyond standard demographics to paint a new picture of the American consumer as a thinking, expressive individual. Martin's first book, *Made Possible By: Succeeding with Sponsorship* (Wiley 2004), is in its fourth printing.

Martin has been described as having “the insight of Malcolm Gladwell and the foresight of Faith Popcorn.” She has been featured in the *Chicago Tribune*, the *Wall Street Reporter*, *Boston Business Journal*, and *BrandWeek Magazine*. She also contributes regular commentary for *Crain's Chicago Business*. In 2004, marketing guru Seth Godin dubbed her company a “Purple Cow,” a firm that helps its clients be remarkable. A popular speaker, Martin lectures nationwide and closer to home at the University of Chicago and the Lake Forest Graduate School of Management. She lives in an old house with her two children and her dog.