

Lori J. Martinek



Lori's extensive experience on all sides of the marketing equation (agency, client and media) has made her a sought-after branding and business strategist in the economic and enterprise development arenas. As the owner of ED/c Partners, an award-winning marketing and public relations firm with a diverse client list, she has worked side by side with CEOs, government officials, civic leaders and small business owners to get them and their organizations noticed – online and off.

Lori has served as a U.S. Small Business Administration/Small Business Development Center (SBDC) business analyst in Arizona and Illinois, and as a marketing consultant to the statewide SBDC networks in Alaska, Arizona, Maryland and New Mexico. As the owner and principal consultant for Encore Business Advisors, Lori works with new and aspiring business owners to guide them through the challenges of startup and growth.

Martinek has increased the visibility of county, regional and state economic development agencies and clients across the country. She is an accomplished speaker and a consultant and coach to CEOs and government officials, and is a former president, board member and consultant to chambers of commerce, foundations and civic ventures. She currently serves as Digital Marketing chair for the McDowell Sonoran Conservancy in Scottsdale.



Martinek's client resume includes global energy company 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 and distributors 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 across the U.S. Her areas of specialty include Branding, Communications, Public Affairs, Website and Social Media Strategies, Business Development and Legislative Affairs.

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 strategies for clients including Coors, Killians Red, S. C. Johnson, 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, Olympic and Kohler.

Her publishing credits include articles on brand management and marketing for national publications and 26 years of bylines in publications including the Chicago Tribune, the Wisconsin Capital Times/State Journal, the Pioneer Press and the Northwest Herald. Martinek has authored two books, *Be the Bulb!* (2009) and *Retiring Solo* (2016). Both were published by Herlife Publishing, another entrepreneurial venture.

Martinek speaks to audiences on topics including branding, social media marketing, economic development marketing, and entrepreneurship. She is also the founder of MindingHerBiz, a pro bono project which helps female entrepreneurs confront the challenges of starting and growing a successful small business.

