

# Martha Hanlon



Martha Hanlon founded Wide Awake Business in 2004 with the desire to deliver to small businesses and family-owned companies the type of insights usually available only to large corporations.

She devises business plans that get and keep customers and enable businesses to grow more easily and profitability. Martha founded three companies after years leading product management and marketing divisions for AT&T, British Telecom and MCI.

Martha left MCI to become the Senior Vice President of Strategic Marketing at Blanc & Otus Public Relations in San Francisco, working with Fortune 1000 to VCbacked start-up CEOs to build business plans, corporate branding, thought leadership platforms and market-recognized brands.

Martha has an MBA from The Wharton School, University of Pennsylvania and a B.S. from Duquesne University. She is a sought after writer, speaker and trainer. She is the primary author of MoneyMaking Marketing, #3 Amazon Marketing Best Seller, Customers Are the Answer to Everything and her weekly business blog. She was a founding board member for Vetrizzo LLC and has served as a founding board of director for the Bay Area Women's Sports Initiative, and former Chair of the Electronic Messaging Association (EMA), in addition to coauthoring two other books.