

Vicki S. Martin
2025



Guided by an unwavering commitment to excellence and continuous learning, Vicki Martin has a career shaped by a strong focus on projects, assignments, entrepreneurship, a diverse range of industries, and a kaleidoscope of accomplishments. As a seasoned executive and consultant, she brings a wealth of skills and experience to the table. Her work has spanned across an array of sectors, including aviation, high tech, software development, data analytics, financial planning and investment management, healthcare, higher education, non-profits, cause marketing, telecom, venture capital, professional services, energy (oil & gas and power utilities), furniture and interior design, and travel and tourism.

In recent years, areas of focus are leadership capacity as an operating executive, often as an interim/fractional C-level officer (CEO, COO, Chief Strategist) and/or project management with a passion for ambitious growth at any stage with specific assignments for business model assessment, strategic planning, mid-stage revitalization, designing and implementing the transition to professional management, commercializing early-stage ventures, designing and implementing “destination employers”, finding and cultivating talent, coaching & mentoring, conflict management, and solving complex problems.

Martin is the Managing Principal of Blue Martin Consulting, LLC. Current work includes Consultant to the founder and CEO of SelfFull, an AI development firm, and an Advisor in Residence (AIR) at UK Innovates’ incubator, Launch Blue. She has also recently founded an Integrative Health practice headquartered in Lexington, KY.

Clients (and roles) have included Triton Airways, LLC (COO and Chief Strategist), the Provost’s Office of the University of New Mexico (Consultant), D. Scott Neal, Inc. (COO), and Dean David Blackwell of the Gatton College of Business at the University of Kentucky (special projects). Prior to that, Martin served as the CEO for mBeWell, a software as a service (SaaS) firm and before that was part of the team to divest 87 restaurants from a private firm in Lexington, KY.

She did her undergraduate work in Biology at Rutgers College and holds an MBA, an MA in Economics (ABT) and a PhD (ABD) in Economics from the University of South Carolina. She also holds an MS in Psychology from the University of Kentucky and a PhD (ABD) in Psychology.