

Vicki S. Martin



Vicki Martin is a seasoned executive, entrepreneur, and strategic leader with more than 30 years of experience helping organizations grow, scale, transform, and navigate complex business challenges. As Managing Principal of Blue Martin Consulting, LLC, she specializes in fractional and interim C-suite leadership, business strategy, and operational execution.

Throughout her career, Vicki has served in CEO, COO, Chief Strategist, and Chief AI Officer roles across a diverse range of industries, including technology, financial services, aviation, healthcare, higher education, and professional services. Her expertise spans scaling businesses, commercializing emerging ventures, strengthening leadership teams, building organizational capacity, designing "destination employers," and translating strategy into measurable results.

Her current engagements include serving as Fractional Chief Operating Officer and Chief AI Officer for a fintech company, where she is leading operational transformation and the strategic integration of AI.

Vicki's academic background includes undergraduate studies in Biology, an MBA, an MA in Economics, and an MS in Psychology, along with completion of all required doctoral coursework in both Economics and Psychology.