VCU Brandcenter Friday Forum
Feb. 5 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Avenue

Nathan Martin
Founder & CEO / Deeplocal

Nathan Martin is the founder and CEO of Deeplocal, an internationally-acclaimed innovation studio that was named to the 2016 Ad Age Agency A-List as Creativity Innovators. In just five years of working in the advertising industry, Nathan has become one of the most recognized leaders of innovation and invention, rapidly building a studio that has churned out one award-winning campaign after another. From mind-controlled bikes to street-printing robots to telepresent first pitches to robotic hugging loveseats, Nathan has consistently dreamed up and brought to life never-been-done projects that have disrupted the industry.

Deeplocal is most well-known for building compelling experiences that link the real and online worlds and provoke conversation, but the agency's projects span from product development to robotics to experiential to hybrid campaigns that can't really be categorized at all. The agency spun out of the world's leading robotics school, Carnegie Mellon, and has been instrumental in shaping innovation in the ad industry with clients that include Nike, Netflix, Google, and Old Navy. Deeplocal has received awards that include a Cannes Lions Grand Prix, One Club Best of the Digital Decade, Ad Age Small Agency of the Year, Communication Arts Best of Interactive, and many others.

Prior to founding Deeplocal in 2006, Nathan was a founding member of an art group and a touring punk/metal band and spoke, toured, and exhibited internationally. Nathan has received numerous awards and recognitions for his work in art, music, and technology and has been featured in Wired, Fast Company, Forbes, AdWeek, Bloomberg Innovators, and at events like Ad Age Creativity + Technology, Internet Week, CES, 2600's H.O.P.E. Conference, SXSW, and others.

Topic / How an Agency of Misfits Came Together to Make Things, Not Ads.

Descriptor / Nathan Martin and teammates Heather Estes and Brandcenter alum Cecelia Parrish (CBM, 2015) will talk about Deeplocal's unconventional background, unique team makeup and approach to creative challenges.