

Amy Jo Martin Biography

Amy Jo Martin has the proven ability to see the potential in individuals before they see it in themselves and her superpower is getting them to realize their potential and take immediate action. She is one of the world's leading human transformation experts.

A small town girl from Wyoming, and Renegade known for humanizing brands and reinvention, Amy Jo is the author of New York Times best-seller “Renegades Write the Rules”, Founder & CEO of multiple companies, a keynote speaker, host of the top-ranked Why Not Now? Podcast, an educator, investor and board member with an online following of over 1 million people.

By the end of her time with an audience, whether that be 10,000 people or an intimate group of Fortune 50 executives, Amy Jo has provided the “The Renegade Way”. This is her proprietary mindset, method and set of tools that allow individuals to ask themselves Why Not Now? and go from idea to action as they green light their idea during the session. This experience is interactive and it creates instant psychological safety, confidence and community among the audience – true connections that convert and compound over time.

Her interactive method has resulted in audience members unlocking multi-million dollar deals, identifying global marketing campaign messages, expanding their companies internationally, harnessing Artificial Intelligence and avoiding team burnout.

Amy Jo’s clients are reinventing the way they work and saving significant time, money and talent. Her client portfolio includes Dell, Hilton Worldwide, Nike, Dwayne “The Rock” Johnson and Google to name a few. Human transformation is an equal opportunity space. Amy Jo developed “The Renegade Way” for individuals, entrepreneurs, teams and companies of all sizes.

It's common to hear Amy Jo say, "Humans connect with humans, not logos, so we must humanize to monetize." She has done this with some of the biggest brands and personalities on the planet which allows her to bring "edutainment" to the stage by sharing colorful and unbelievable stories while educating.

Not only a keynote speaker, as a renowned podcast host of more than 300 episodes, Amy Jo also has the unique talent of guiding thought-provoking conversations in front of live audiences as a moderator or panelist, and has done so at events for Apple, CES, Fast Company, SXSW, TechCrunch and many others.

Currently she's the founder and CEO of Renegade Global, a human transformation company that unlocks positive disruption for both individuals and corporations. Amy Jo is the founder of Renegade Global Ventures, a fund focused on democratizing access to deal flow and the flow of capital by getting more Renegade women seats on the cap table.

Amy Jo believes that the future of technology is the future of humanity, and serves on the board of, and is an investor in, Cercle, an artificial intelligence technology company revolutionizing the IVF process. She has spoken with many groups who are at the intersection of technology and humanity.

Prior to becoming an entrepreneur, Amy Jo worked for the NBA's Phoenix Suns during the wild wild west days of digital and social media – there were no rules or regulations in place so she helped write the rules. She went on to found one of the first ever digital agencies, Digital Royalty, and pioneered personal branding online as we know it today.

Guiding audiences to take action is the career love of Amy Jo's life and her zest for doing so is contagious.

Amy Jo resides in Austin, Texas with her son and two Aussie Shepherds.