



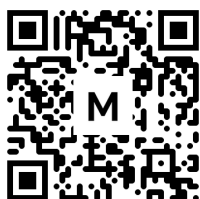
MIKE MARTIN

Brand Builder | Marketing Innovator

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PORTFOLIO



ABOUT ME

I am a highly visible brand champion with over 30 years of proven success in the musical instrument industry, encompassing brand strategy, product management and marketing, regional/national sales management, and spokesperson roles.

As both a musician and a driven advocate, I provide brands with the ideal bridge between creativity and commerce. I cultivate and sustain longstanding relationships with global retailers, manufacturers, high-profile artists, influencers, educators, and consumers.

My relevant skillset includes public speaking, live audio, recording, sound design, synthesis, DAWs, photography, videography, and much more.

EXPERIENCE

General Manager of Marketing, Electronic Musical Instruments (2008-2025)

Casio America, Inc. - North American distributor for Casio Computer Co.

- Developed and executed overarching marketing and product strategies for Privia, Casiotone, Celviano, CT-X and CDP branded products
- Directed logistics, demonstrations, performances, and sales meetings for Casio's presence at NAMM and many other trade shows
- Directed Google Ads campaigns and SEO initiatives for a D2C business, driving a 25% year-over-year sales increase (2023-2024) with a ROAS exceeding 2x
- Forged and managed strategic partnerships and collaborations with vendors, manufacturers and other partners across and beyond the musical industry
- Directed, shot, edited, and performed in Casio's highest-ever-performing global video content for Privia, Celviano, Casiotone, CT-X, and CDP-series instruments resulting in 13.5M views on Youtube alone
- Established and grew CasioMusicGear social channels (Facebook, Instagram), reaching 100K+ followers and over 15M customers in 2024 through direct and dealer-distributed content
- Created and managed casiomusicforums.com, Casio's ubiquitous online global user community with over 26k users
- Recruited, curated and grew Casio's roster of professional artists and influencers
- Pioneered remote engagement techniques to increase dealer and consumer engagement, including over 100 dealer focused and public webinars from 2020-2025
- Created custom sound design and marketing materials that reintroduced Casio to professional keyboardists with the highly successful Privia Pro PX-5S
- Managed Casio's contracted team of nationwide trainers and merchandisers
- Interfaced with Tokyo HQ on product development, marketing assets, and global launch strategies

National Sales Manager, MI & Recording (2006-2008)

TCIUS - North American Distributor for TC Electronic computer recording & effects hardware and software, TC-Helicon vocal processing, and Dynaudio Acoustics studio reference monitors

- Developed and executed sales and marketing strategy for MI and Recording products
- Spearheaded the introduction of TC's computer recording products to the U.S. market by delivering product presentations at major trade shows (NAMM and AES), conducting strategic sales presentations for key retail and distribution partners
- Managed TC's rep firm sales force across the US and Canada
- Created and implemented training programs for reps, dealers and artists
- Provided direct customer support and education via online forums and communities
- Worked with marketing communication managers in developing and maintaining advertising, trade show and printed promotional plans
- Collaborated on all product proposals, designs, and promotions that increased market share, penetration, and sales

Marketing Manager, Digital Musical Instruments (2003-2006)

Yamaha Co. of Japan (US Distributor) Digital Music Instrument category including all professional synthesizers, stage pianos, computer recording and software products

- Led all aspects of product marketing for digital instruments, including print advertising, online marketing, and public relations campaigns
- Directed successful U.S. launches of several flagship synthesizers and digital pianos
- Oversaw the introduction of a new line of mLAN-based, computer-integrated recording products to the U.S. market, including trade show demonstrations and dealer presentations
- Managed sales forecasting, inventory planning, and distribution to ensure market alignment and timely availability
- Collaborated with Yamaha Japan on product proposals, design specifications, market research, and strategic planning
- Contributed to product development through testing, sound design/voicing, and negotiation with third-party vendors and content creators
- Secured and coordinated product reviews with leading industry publications to drive visibility and credibility
- Managed trade show operations, including booth design, staffing, marketing materials, product demonstrations, and press relations
- Authored award winning advertising and product brochures to support campaigns and launches
- Delivered in-depth training sessions to retail partners, ensuring strong channel

District Sales Manager (1997-2003) Product & Marketing Manager (2001-2003)

Kurzweil Music Systems Professional synthesizers, stage pianos, digital effects processing

- Managed sales at retailers across a 15 state territory winning best sales growth awards two times.
- Created websites for both retail and end user support
- Hosted clinics & product demonstrations throughout the dealer network
- Managed team of R&D to create and bring three new products to market in just over a year.
- Led all aspects of product marketing for digital instruments, including print advertising and online marketing

EDUCATION

Capital University, Columbus, Ohio

BA in Music; Concentration in Music Industry (1994)

- Music Business, Public Relations, Recording Engineering & Music Production, Recording Studio Maintenance, Classical and Jazz Piano Study, Electronic Music, Radio and Television Broadcasting and Production

SKILLS

- Salesforce, MS Office/365, Google Workspace, WordPress
- MacOS: Keynote, Pages, Numbers and more
- Video: DaVinci Resolve, Vegas, Final Cut, Adobe Premiere Pro and more
- Photo: Adobe Creative Cloud Suite proficiency including Lightroom, Illustrator, Photoshop and more

REFERENCES

Richard Formidoni

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