

Nathan Martin

CEO and founder, Deeplocal

Named “Willy Wonka with a toolkit from Mythbusters” by Forbes, Nathan isn’t your typical ad agency CEO. Since spinning Deeplocal out of an art and technology lab at Carnegie Mellon University in 2006, Nathan has become one of the most recognized leaders of innovation and invention in advertising, creating custom solutions that are often world’s firsts. He has received numerous awards and recognitions for his work in art, music, and technology and has been featured in Wired, Fast Company, Communication Arts, Adweek, and at events including SXSW and CES. In the last decade, Nathan has grown Deeplocal’s portfolio to include work for some of the world’s biggest and most celebrated brands—including Google, Netflix, and Nike—and has led the team in launching award-winning interactive experiences around the world.