



Amy Jo Martin, Founder and CEO of Digital Royalty BIO



Amy Jo founded Digital Royalty three years ago to help companies, celebrities, professional sports leagues, teams and athletes build, measure and monetize their digital universe. In addition, Digital Royalty provides customized social media education programs through Digital Royalty University, which offers a comprehensive curriculum blending strategic and tactical training.

Amy Jo herself has nearly 1.3 million Twitter followers [@AmyJoMartin](#) and she travels the world to speak about the latest trends in social media, how to monetize various social platforms, and how to successfully build a personal brand by utilizing social media. Her audiences have varied from the Harvard Business School and National Sports Forum to the Design Leadership Summit in Venice, Italy. Martin is a regular contributor to the Harvard Business Review and Sports Business Journal, and is currently working on her first book, which will be published in summer of 2012. She and Digital Royalty have been featured in top-tier media outlets including Vanity Fair, TIME, Forbes, The New York Times, Fast Company, ESPN SportsCenter, USA Today, MSNBC and Newsweek.

Digital Royalty's clients include: Shaquille O'Neal, FOX Sports, Nike, SELF, Chicago White Sox, UFC, Dwayne "The Rock" Johnson, Los Angeles Kings, Jabbawoockeez, Doubletree by Hilton, Tony Hsieh CEO of Zappos.com and author of the The New York Times #1 Bestseller, Delivering Happiness, Monte Carlo Resort & Casino, and Hard Rock Hotel & Casino.