



MEMBER SPOTLIGHT

Kathie Martin

Senior Marketing Specialist – Alabama Public Television

Kathie Martin has more than 35 years' experience in the corporate communications, marketing and public relations field. Currently senior marketing specialist for Alabama Public Television, she also owns her own etiquette consulting business that provides business etiquette training for individuals and companies.

An Atlanta native, Martin attended The University of Central Florida, the University of Alabama at Birmingham and Samford University before entering the corporate world. Her business career began with a Birmingham bank that, over her 30-year career there, expanded to become one of the South's largest, financial institutions with locations in multiple Southern states.

She is board member and past-president of PRSA, earned her APR designation in 2002 and has served on the boards of the old Birmingham Press Club and the International Association of Business Communicators.
