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## MARTY PETTY, MSM

President & CEO

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Marty Petty is the President and CEO of The MPETTY Group, <https://www.mpettygroup.com/> a boutique firm she founded in 2011 after serving as CEO of CL, Inc. and prior as EVP and Publisher of the *Tampa Bay Times* (formerly the *St. Petersburg Times*).

Ms. Petty's clients benefit from her three-plus decades of C-Suite experience, including having led every part of the publishing business starting in the newsroom. This gives her a diverse set of experiences outside her core training as a journalist, and a set of leadership skills that have been transferable as assignments changed.

Upon reflection, she's most proud of the top-performing executives she recruited and developed over the years - talent that was extremely capable of taking the reins when it came time for her to move to her next challenge. She valued their deep expertise and willingness to push back on her.

Ms. Petty's early leadership roles in newsrooms significantly shaped the beliefs and strategies that are the foundation of her work today. Selecting the right people for the right assignment at the right time significantly increases the opportunity to do breakout work. Combined with her deeply held Midwestern values, these insights and experiences influenced an early and conscious decision to define her career around leadership and to strive for a legacy that will have prepared others to successfully ascend to the top jobs.

Her current work coaching CEOs and their executives focuses on all areas of an executive's personal and professional growth. She brings unique tools that identify and support development areas and also provide valuable data to measure the client's progress and his/her leadership strength with the executive's team. Other areas of her work include: succession planning, talent mapping and strategy. She has done extensive work with millennials and helps focus on an organization's unique opportunities now present with all five generations in the workplace today.

Central to her work is the use of the Hartman Value Profile™, a quantitative assessment instrument for which its creator was nominated for the Nobel Prize in 1973 for this groundbreaking work. The instrument provides deep insights into the human condition through the lens of Hartman's Hierarchy of Values. Ms. Petty is one of the few professionals internationally whose master certification in the instrument differentiates her work with people and organizations.

*"All work gets done through people and teams.  
Begin here, the results will follow."*

Ms. Petty served as EVP, Publisher and a director of the *Tampa Bay Times* (formerly the *St. Petersburg Times*) from 2000- 2009, and as a board member and trustee of The Poynter Institute, owner of the

# The M•Petty Group

*Times*. She also served in a 2-year consultation as the Chief Strategy Officer for one of the world's leading healthcare simulation training and innovation enterprises, the Center for Advanced Medical Learning & Simulation® <https://camls-us.org/>, a nonprofit of the University of South Florida Morsani Health in downtown Tampa, FL. Prior she served as CEO of CL, Inc., the holding company of six iconic urban weeklies. In the late 90s, she served as CEO & Publisher of *The Hartford Courant*, the largest and most influential media company in Connecticut, and the oldest continuously published newspaper in the country. She moved from the newsroom through every chair of the business, to GM and eventually CEO. During that time, she also served as a corporate VP for Times Mirror before its properties were acquired by Tribune Publishing in 2000.

During Ms. Petty's career, she held numerous community and civic leadership positions and received many honors for her contributions, particularly for her work to promote leadership diversification, inclusion and the advancement of women. Some of those honors include: Woman of Distinction, Girl Scouts of the SunCoast, Tampa Bay; Distinguished Woman of the Year, St. Petersburg Chamber of Commerce. In 2005, she was named Media Woman of the Year by the *Tampa Bay Business Journal*, and was named "1 of the 10 Most Influential Business Leaders to Watch" in 2010 by the *St. Petersburg Times* (now *Tampa Bay Times*).

A native of St. Louis, Ms. Petty holds a Bachelor of Journalism degree from the University of Missouri and a Master of Science in Management from Rensselaer Polytechnic Institute at Hartford.

She is a graduate of Leadership Florida and a past president of The Florida Press Association and Florida Press Foundation. She was a director of the Tampa Bay Partnership, served as a United Way director and campaign chair in both Tampa Bay and Hartford during her tenures. Ms. Petty was a founding member of its Women's Leadership Council, VP and Trustee of the YWCA of Tampa Bay Board/Foundation, and a trustee for Junior Achievement. She was on the Board of Governors for the St. Petersburg Chamber and a trustee at Academy Prep St. Petersburg. She is a former Pulitzer Prize juror and committee chair.

Ms. Petty is a former Shorecrest Preparatory School trustee, a member of WEL (Women Executive Leadership), Business & Professional Women (BPW), and the Society of Human Resource Management. Ms. Petty is a member of The Robert S. Hartman Institute.

Forty-six years and counting, Ms. Petty is married to Mark Petty, a documentary photographer <http://www.mpettyphoto.com/>, whose work is in 5 museums including the Rock'n Roll Hall of Fame for his rare image of Bob Dylan in concert, and in the Museum of Fine Arts, St. Petersburg, FL. Their 18-month documentary on the country's former leprosy hospital was submitted for the Pulitzer Prize in 1979. They have two adult children, both with successful careers in the digital arts, branding and marketing spaces. The Petties reside in the west coast waterfront community of Gulfport, FL and are avid supporters of Poynter Institute <https://www.poynter.org/> and Southeastern Guide Dogs <https://www.guidedogs.org/> and the two breeding females, Micki and Josie, hosted by their daughter Lindsay and her husband Jake.