



Martin Koepenick
Founder, Innova International

Building awareness about innovations and sustainability for global industrial companies, Martin has traveled the world for over 30 years, visiting customers' customers—creating print and web portraits of success. He has played a leading role with internal and external marketing teams to support brands. Martin previously ran a marketing communications firm, and now works as an independent consultant.

Customers have included AkzoNobel, Ahlstrom, DuPont, Iggesund, Kadant, Kimberly Clark, Voith, Motorola, Daimler and Securitas. Over the past 15 years, many of his assignments have been in Asia.

He began his career as a speechwriter in Washington, D.C., writing for members of the U.S. Congress and Senate. Martin learned of the importance of well-crafted speeches

from leaders, including an emphasis on honest, memorable expressions of vision.

He holds an MA degree in literature from Hollins University, and received his undergraduate BA from the U. of South Carolina. He also studied at the University of Montpellier, France, the University of Neuchatel, Switzerland, Georgetown University and Emory.

A photographer himself, he works with top industrial photographers, and sometimes videographers.

He has taught environmental education at the elementary school level, and is currently launching a creative language-learning project for young children. His picture book, *The Man In The Hole*, is in three languages.

He lives in the U.S., and the south of France. Go to innovaeditorial.com to learn more about Innova.