

# Inma Martinez

## Technology product maverick and industry futurist

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## About

A pioneer in the mobile industry since the 2000s, Inma Martinez is a Product Maverick - a creator of Vision, Core Features and Go-To-Market strategy for a range of digital products. Switching careers from banking (Goldman Sachs) to telecoms in 1998, she re-trained as an IP networks engineer while at Cable & Wireless and was part of the core development of WAP and mobile data as well as the early e-commerce and FinTech platforms.

Inma has co-founded and led startups since 1999 as a tech entrepreneur, and in the interim periods has advised major multinationals (Nokia Oy, Benefon Oy, LG, Palm, HP, EPSON Business Council, IBM Smart Planet) internationally on digitalisation and creation of multi-channel cross-platform digital products. In 2010 she was invited by the UK Trade & Investment to become a spokesperson for their Business Catalyst programme in matters of digital economy, entrepreneurship and knowledge transfer.

Inma Martinez is an advisor on digitalisation to both government institutions (the European Union Technology Commission, and on the board of Sport England's Innovation Fund, the British government funding arm for sport, media and culture). In addition to private sector in media, music, film & TV and fashion retail / luxury brands worldwide.

Fortune and TIME have described Inma Martinez as one of Europe's top talents in social engagement through technology, Red Herring ranked her among the top 40 women in technology, and FastCompany labelled her a "firestarter".

Organisations for whom Inma has spoken include: UK Trade and Investment (in Zagreb, Madrid and Shanghai), Deloitte, IBM, the BBC, Google, Epsom, Businessweek and the European Union. She has spoken at premier industry events such as the GSM congress (Cannes), TechCrunch (Berlin), GigaOM (San Francisco), Mobile 2.0 (Barcelona), Le Web (Paris), Festival of Media (Rome).

Inma is also regularly interviewed as a technology expert by CNN, CNBC, Sky and Channel 4.

## Video



# Testimonials



We would like to thank you for your time to speak at the Energy Entrepreneurs Fund “Towards Successful Commercialisation” event. Your talk was exceptionally well received by the audience of entrepreneurial companies, and there was a lot of very positive feedback during the day about how interesting, balanced, and useful your analysis and messages were.

Carbon Limiting Technologies

## TAGS FOR INMA MARTINEZ

- Entrepreneur
- Social Media
- Innovation
- Online
- Technology
- FinTech
- AI & Robotics
- Internet of Things
- Trends & Forecasting

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