

## **Marty Schaffel**

**Founder and CEO, Audio Visual Innovations, Inc.**

"Corporate Intrapreneurship as a Growth Engine"

Martin Schaffel, President and CEO of Audio Visual Innovations, Inc., founded the company in 1979. He began his career in management with a national retailer and later joined a large office products distributor. He has since built a successful business in the sale of audiovisual products to the corporate, education, military and government markets nationwide. As the company leader, Martin's role is to determine the market trends and AVI's ability to adapt and shape its direction to stay competitive and provide cutting edge audiovisual and presentation technology. In doing this, Martin spends a vast majority of his time keeping in close contact with manufacturers and dedicates himself to research and analysis of all new and current technology and products.

Martin is affiliated with the numerous industry-related organizations, such as the Professional Education and Training Committee, ICIA's Sound and Video/Visual Design and Installation Committee, International Television Association, American Society of Training and Development (ASTD), Professional Labeling Association, International Facilities Management Association (IFMA), Greater Tampa Chamber of Commerce and the Tampa Committee of 100. He is on the Board of Directors of MarketSmart Technologies and the Board of Governors for the International Communications Industries Association (ICIA). He was awarded the Certified Technology Specialist (CTS) designation by the ICIA, and received an Honorable Mention in the International Association of Business Communications Excel Award, which recognizes Excellence in Communication Leadership (1997). He graduated from the University of Florida with a BS in Business Administration and a BS in Public Administration.