

Smartin-Up Your Professionalism



At Smartin International we work on your company's greatest asset, human capital. We act as a catalyst for brand enhancement by addressing the issues of generational, cultural and civil collaboration in the workplace. We enhance individual profitability to exceed your customers expectations and protect your brand.

Sindy Martin is an international speaker, writer, trainer and coach, she has helped thousands, worldwide, learn to improve their personal brand and become more confident in business and social situations. She is the author of ***Are You A Duck, an Elephant or a Mouse? How Are You Perceived When You Walk Into A Room?*** (scheduled for release July 2011).

Regarded as an authority on business protocol, etiquette and personal branding, Sindy is the Founder and CEO of Smartin International and The Smartin School of Professionalism and Protocol, a premier business protocol and personal brand consulting firm dedicated to helping executives polish their professionalism, enhance their inter-personal skills, and improve their personal brand. Sindy's formal educational background includes Lucie Clayton's in London, England, American Business Etiquette Training Association (ABETA), International Business Professionalism Training Association (IBPTA), and the University of North Carolina at Chapel Hill.

Sindy has provided communication and leadership training programs, keynotes, and executive coaching to Fortune 500 companies, universities, and national conferences, in addition to appearing as a featured guest on radio and television programs and as an author of various articles for newspapers.

Partial Client List

ARAMARK • ABCO Automation • Aetna • Allen Tate Realtors • American Express • Ameriprise Financial
Bernard Robinson and Company • Colorado Association of Administrators of Student Loans and Accounts
Receivable (CAASLAR) • Campus Partners • Clemson University • Crisis Control • Diana Parrish Photography
Dixon-Odom • Foster Friends of North Carolina • GMAC • Greensboro Chamber of Commerce • Guilford
Medical & Dental Association • High Point University • Institute of Management Consultants • Kiwanis
Lewisville Clemmons Chamber of Commerce • Lincoln Financial • Lowes Home Improvement • Mack Trucks
Marist College • Mendenhall School of Auctioneering • Midwest Association of Student Financial Aid
Administrators (MASFAA) • NC A&T State University • NC Personnel Association • NC Tax Management
Association • North Carolina Student Financial Aid Administrators (NCASFAA) • Nussbaum Center for
Entrepreneurship Professional Women's Network (PWN) • Professionals In Transition (PIT) • Professional
Women of Winston-Salem (PWWS) • R. J. Reynolds Tobacco Company • Rotary • Sara Lee Corporation
Senn Dunn Insurance • Southwest Guilford County Schools • Thomasville Furniture • Triad Job Search
Network (TJSN) • T. J. Holdings (Takata) • United Health Care • Volvo • Washington State University
Winston Salem State University • Women's Resource Center • YWCA

Testimonials

Sindy is an excellent speaker and has the ability to motivate individuals associated with various programs. Her professional skills as a speaker are many, with a knack of communicating with her audience.

Tom Loughlin, Lincoln Financial Group

Sindy presented to a group of Engineers, Managers, Supervisors and Sales Professionals as part of our Continuing Education Lunch and Learn Series. The information was presented in an interactive, lively and intelligent manner that was well received by all. I would recommend Sindy to any group looking to improve their skills. **Melissa Mills, SPHR, Human Resource Manager, ABCO Automation, Inc.**

One of today's leading motivational teachers and speakers, Sindy knows how to get a group moving and learning. Sindy is easy to listen to and offers examples that make a lasting impression. I highly recommend her! **Pam Christopher, International Director, Toastmasters International**

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