



Amy Jo Martin is the Twitter tutor (and more) to CEOs, bloggers, even Dwayne "The Rock" Johnson.

Digital Royalty, Martin's one-of-a-kind company, which helps individuals and brands of all sizes and types across the globe to build, measure, and better utilize their presence online.

"I started working with Shaquille O'Neal because I was really the only one there who knew about social media and how it could be used," says Martin, who at the time was the director of digital media and research for O'Neal's then-team, the Phoenix Suns.

Her side gig was such a success that four years later, the best-selling author of *Renegades Write the Rules* relocated her social media education business

(and its seven-figure revenue) to Downtown Las Vegas, thanks to a major investment from her friend and mentor Tony Hsieh, CEO of Zappos. "We're definitely immersed in the changing culture there," she says. The digital executive was so sure of Hsieh's vision for Downtown that she jumped at the opportunity to be one of the first to move her tech business there.

Past Digital Royalty clients include more than 300 UFC fighters from Vegas's Ultimate Fighting Championship. Her star student? WWE's Dwayne "The Rock" Johnson. "We worked together to come up with ways to make him more accessible to fans," Martin says. "Then he just soared, and he does an amazing job."

Meanwhile, Digital Royalty is already leaving its footprints beyond Las Vegas. The company's new arm, Digital Royalty University, allows the 33-year-old entrepreneur and her staff to share the power of social communication through online classes, whether the students are mommy bloggers or CEOs of major corporations. And now Digital Royalty's Buy One, Give One program is allowing students to fly high, too. For every online class purchased, the company donates a class to a Teach for America teacher in the Las Vegas area, who can then further spread knowledge of the benefits of social communication. The company is taking its vision to higher education as well, working with universities to implement a program leading to a certificate or minor in social media.

Martin, who boasts more than 1.2 million Twitter followers, says her digital success comes from her "willingness to get comfortable with being uncomfortable," and her goal is to get those unaccustomed to or unfamiliar with new trends in social communication to follow her lead. "We joke around the office that a lot of people suffer from an allergy to innovation, but it's entirely true," she says. "It's our philosophy and our mission to help others overcome those 'allergies.'" **V**

INSIGHT

Wanderlust:

"I went to eight schools before I was in sixth grade. My father's job constantly transferred us to different small towns."

Be prepared:

"I have an extra battery for my MacBook Air that has 20 hours of energy. And at any time I probably have seven or eight adapters or chargers in my purse."

digital renegade

AUTHOR AND SOCIAL MEDIA MAVEN AMY JO MARTIN CELEBRATES ONE YEAR PIONEERING THE UPCOMING WAVE OF DOWNTOWN TECH. BY AARON RASMUSSEN

Amy Jo Martin admits she's been extremely inquisitive since she was young, and that sense of wonder has paid off big for her as an entrepreneur. "My addiction to curiosity," she says, "was a lot of the genesis of experimenting with digital down the road."

But it was a curious basketball star's desire to try out a new social platform called Twitter in 2008 that sparked the idea for what would become