

Prominent Valley CEO Retires

Written by Melissa Larsen

Tuesday, 03 March 2015 13:26 - Last Updated Tuesday, 03 March 2015 13:32



Carrie Martz, President and CEO of Martz Parsons and longtime friend of *Arizona Foothills Magazine*, has announced her retirement from the ad agency world after 35 successful years. "Retiring is bittersweet for me," Martz says. "I'm not walking away from work. I'm saying I've accomplished what I set out to do in a career I loved." Martz started the Martz Agency in 1980 and went on to employ more than 60 people in Scottsdale and Las Vegas. In October 2013, she sold the company to Bob Parsons, forming Martz Parsons.

"Carrie's accomplishments over the last 35 years are significant and will serve the agency well as it continues to expand," said businessman and philanthropist Bob Parsons. "Carrie has built the foundation for a world-class agency and I am so pleased to have had the opportunity to work side-by-side with her. She is truly an industry great who will be missed."

With the retirement of Martz, Marianne Curran will step in as CEO of the agency. Curran is currently a Vice President at YAM Worldwide, which is the parent company of Bob Parsons' many business ventures. Curran will oversee the diverse and highly accomplished Martz Parsons leadership team that includes Chief Operating Officer Winnie Stolper, Chief Digital Officer David Richardson, Chief Creative Officer Patrick Kelley and Vice President of Growth Kelly Siegal.

AFM sends Martz well wishes in her retirement and a big thank you for all she has done for the Valley.