

# Background and Biography

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## Ryan Thompson

### Byline

Serial Entrepreneur and current Partner & VP, Growth at The Atkins Group, Acclaimed Author, National Speaker, Strategist & Futurist

### Biography – Long

A lifelong entrepreneur, Ryan Thompson began working at age 11 with a paper route in Ada, Oklahoma and by 14, he was a part-time shipping clerk at a computer technology company. That company experienced explosive growth and by age 18, he was managing a multimillion dollar event budget and traveling the world to produce conferences and tradeshows.

By 21, Ryan has visited more than 30 countries and logged 1,300,000 airline miles – earning lifetime status on American Airlines among others.

In 2000, Ryan decided to combine his love of marketing, technology and experience design with his passion for travel and Aria was born. Over 15 years, Aria became nationally known for destination-focused branding and technology-enabled marketing solutions that engaged consumers in ways that paid advertising could not.

Ryan has personally led groundbreaking assignments in destination marketing including strategic planning, experience design, branding, product development consulting and more.

In July 2015, Aria was acquired by The Atkins Group, a 52-year old agency in San Antonio. Today, Ryan is a partner in The Atkins Group and responsible for growth strategic, consulting and marketing.

Ryan is a nationally recognized public speaker on topics relating to tourism, strategy, consumer behavior, destination marketing and digital advertising. In 2013, Outskirts Press published Ryan's first book *Disruption – Destination Marketing in the Post-Advertising Age* available at booksellers nationwide.

Passionate about collecting “life experiences”, Ryan's past 12 months have included:

- Standing in the Atlantic Ocean, Gulf of Mexico, and the Pacific Ocean within 48 hours
- Marrying a couple in a beach wedding in a remote Latin American setting
- Hiking 7 miles through an uncharted Central American rain forest



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- Surfing (terribly) in Southern California
- Rebuilding a cabin on a Texas lake

### **Biography – Short**

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### **Introductory Narrative (at Presentations & Speaking Engagements)**

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