

Background and Biography

Ryan Thompson

Byline

Serial Entrepreneur and CEO of Odyssey,
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 had visited more than 30 countries and logged 1,300,000 airline miles – earning lifetime premier 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.

In July 2015, Aria was acquired by The Atkins Group, a 52-year old agency in San Antonio and Ryan briefly served as Partner there until he and Steve Atkins formed Odyssey, a digital agency built for tourism, entertainment and lifestyle brands.

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

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 24 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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- Skydiving over the Midwest
- Surfing (terribly) in Southern California
- Rebuilding a cabin on a Texas lake

Biography – Short

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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. Aria evolved through mergers and acquisitions into Odyssey, a digital agency built for tourism, entertainment and lifestyle brands.

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Introductory Narrative (at Presentations & Speaking Engagements)

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Ryan has created and sold three businesses. Today Ryan serves as Founder and CEO of Odyssey, a digital agency built for tourism, entertainment and lifestyle brands.

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