



## LTC (Ret) Mark Martin

Mark Martin was born in 1956, in Mineral Wells, Texas, into a family with a proud military legacy; his grandfather served in World War I and his father in World War II. Growing up during the Vietnam War Era, Mark witnessed firsthand the sacrifices made for freedom as Fort Wolters trained helicopter pilots destined for combat. Inspired by this environment of service, Mark pursued a military career through ROTC at the University of Texas, where he distinguished himself as a cadet. Mark excelled in Rangers and the Orienteering Team. He was commissioned as a Second Lieutenant in the Air Defense Artillery in 1981.

After graduation he attended the Air Defense Artillery Officers basic course at Fort Bliss then went to Soest, Germany for his first duty station in 1981. He commanded a Forward Deployed Nike Hercules Air Defense Team until 1984, working jointly with the German Air Force, and earning the German Air Defense Medal. He returned to Fort Bliss in 1985 and graduated from the Air Defense Advanced Course.

Mark's following tour at Fort Hood from 1985 until 1990, would dramatically shape his leadership. "It was at Fort Hood that I planted my Guidon." Mark was initially assigned to the 2nd Armored Division G3 where he worked in fielding the Bradley Fighting Vehicle and the M1 tank into the division, which supported the implementation of the new Air Land Battle Doctrine. From the G3 he commanded a Division Air Defense Battery and deployed the battery to Germany as part of Reforger 87, which was a large Cold War exercise. He next commanded the Headquarters and Headquarters Battery of a newly formed Air Defense Brigade.

From 1990 to 1993, Mark served as Assistant Professor of Military Science at Texas Christian University where he earned his master's degree. Following multiple combat arms commands at

Fort Hood, Mark understood clearly the vital requirement to train cadets as future leaders, as cadets were immediately thrust into Desert Storm.

Following TCU, Mark was selected to Command and General Staff College. In 1994, he was assigned to Bamberg, Germany where he served as the Operations Officer (S3) of the newly formed Forward Deployed Avenger Battalion. He next supported Operation Joint Endeavor as Assistant Deputy Operations Officer, coordinating NATO Air Defense and joint operations. His final assignment in Europe was Deputy Corps Air Defense Officer, 5th U.S. Corps, Heidelberg, Germany, planning and executing theater-level operations.

In the summer of 1997, Mark was called to serve at the University of Texas at Arlington (UTA) as the Professor of Military Science. In this role, he shaped the next generation of officers with vision, rigor, and passion. Among his achievements, the University invested \$800,000 in funding to enhance the Hall of Honor in College Hall. Additional investments included 10 Presidential and 29 Dorm Room Scholarships for students. He commissioned Gary Havard for the Cadet Echoes print and oversaw development and training of the Ranger Challenge team—winning the 5th Brigade Challenge Cup. The Maverick Battalion enhanced its presence in DFW and the State with Carlisle Cannon performances, and a Sam Houston Rifle performance at the State Capital for the Governor of Texas. He also originated the “I Am a Maverick” program.

Awards: Meritorious Service Medal with three oak leaf clusters, Army Commendation Medal, Army Achievement Medal with two oak leaf clusters, Army Superior Unit Award, Overseas Service Ribbon with one oak leaf cluster, NATO Medal.

Upon retirement from the army, Mark was invited by UTA President Bob Witt to serve as Vice President for Advancement. During his tenure, the office raised more than \$22 million, helping secure the university’s first transformational gift which established an Endowed Chair in the College of Business. This gift also helped in the founding of the Goolsby Leadership Academy, now a flagship program in the UTA College of Business.

Since 2004, Mark has continued his mission of leadership development as Executive Vice President of the J.F. Smith Group. JFSG focuses on partnering with schools and universities across the United States to help them achieve their dreams and visions through Capital Campaigns.

Mark’s faith in Christ and Family has always been his cornerstone. “Looking back, I see God’s guiding hand throughout my life, God is Good.” On 11/11/2020, Mark suffered a massive stroke. With God’s grace, Mark continues moving “onward and upward.” Mark has served his communities in both Rotary and Lions Clubs. He has had a lifetime of involvement in church ministries, including music, youth and adult bible study, Knights of Columbus, and recently, Men’s ACTS Retreats.

Mark and his wife, Barbara, have been married for 46 years and are the proud parents of two sons and five grandchildren.

