

Bobby Martin is an accomplished Production Manager, Tourism Leader, and Indigenous Advocate with more than 35 years of experience spanning print operations, digital systems, IT infrastructure, design, and marketing. Known for directing high-pressure, deadline-driven environments, he has successfully implemented million-dollar technical upgrades and led diverse teams across media, tourism, and nonprofit sectors. His career reflects a deep commitment to cultural preservation, economic empowerment, and advancing Indigenous representation at every level of his work.

Bobby is the Tourism Manager for the Navajo Nation which across spans across Arizona, Utah, and New Mexico. An original member of AAITA more than 25 years ago, he collaborates with Indigenous nations throughout the United States and Canada, leading initiatives that promote cultural authenticity, strengthen economic development, and enhance the global visibility of Indigenous tourism. He has previously worked for Navajo Times for 20 years, leading the production team.

Bobby is also the co-founder and current president of Navajo Hopi Honor Riders, together with the board they coordinate the annual honor ride for fallen heroes, which began in 2003. He has been a board member for Dawn Olivieri's Yellowstone, a strategic partner to Running Strong for American Indian Youth, Run for the Wall, White Bison Inc and served on the board for Navajo Arts and Crafts Enterprise. During COVID-19, he led relief programs to deliver essentials to families in need.

Bobby V. Martin

Tourism Department Manager

Division of Economic Development