

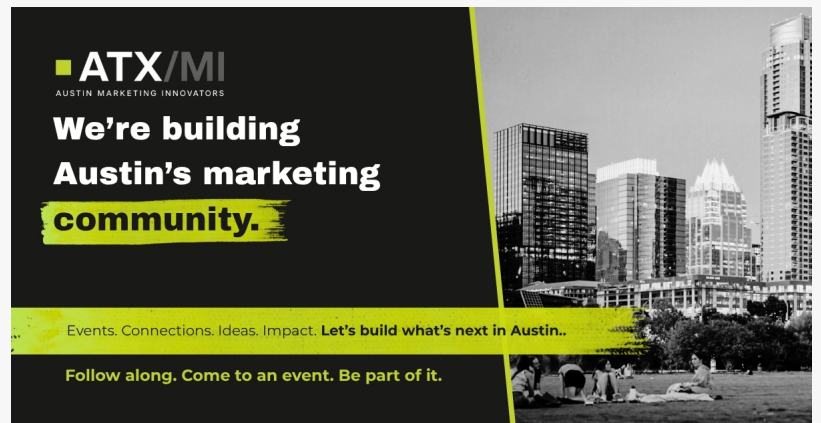
ATX Marketing Innovators Officially Launches as Austin's Practitioner-First Marketing Community

Offering many events around the Austin Metro, the community of growth-minded professionals is where Austin's marketing minds come to innovate.

AUSTIN, TX, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [ATX Marketing Innovators](#), an events-based community for Austin marketers, founders, and operators, today announced its official launch. The community brings senior marketing practitioners together in small, curated rooms to share what is genuinely driving results in a fast-changing industry. Offering a variety of formats and networking access to senior, growth-minded attendees, ATX Marketing Innovators sets it self apart apart from traditional trade associations.

Founded by Taylor Jones, of Austin-based marketing advisory firm [Wishbone Advisory](#), ATX Marketing Innovators began to offer a curated third place for growth-minded marketers across industries to network, compare notes on what's working and what's not. The group offers and expanding mix of formats and locations around the Austin metro anchored by its monthly Power Breakfasts and evening happy hours to various special events like SaaSy Swing, bespoke dinners, panels, pop ups and more. Each event is designed as a high-signal environment for trading notes and driving growth. Registration is reviewed, and aggressive pitching isn't permitted, to protect the quality of the conversation.

"Some of the best marketing advice I've ever gotten came from another marketer, ten minutes into a happy hour conversation," said Taylor Jones, founder of ATX Marketing Innovators and Wishbone Advisory. "We built this community to protect & foster more of those conversations. Austin has world-class marketing talent, and this is a room where operators can be honest about what's working, what's breaking, and what's coming next without a slide deck in sight."



ATX Marketing Innovators - We're Building Austin's Marketing Community

The community draws founders, CMOs, agency leaders, and hands-on growth, content, and AI-native operators from across Austin's startup, agency, and in-house teams. Recent gatherings have increasingly centered on how AI is reshaping marketing work — including generative engine optimization (GEO), eCommerce listing automation, and AI-powered marketing operations. Its events have been featured on Austin's Luma calendar, Austin Founders Feed, and by known Austin collaborators like: AMA Austin, AAF / Ad2 Austin, the Austin AI Alliance, Austin Women in Technology, Retail Women in Tech, and more.

The community has grown to nearly 800 members (798 as of August 2026) — 65% at director level or above and 42% vice presidents, founders, or C-suites. Its most represented industries include in-house marketers at consumer packaged goods (CPG), technology (heavily SaaS focused), retail, and B2B organizations as well as marketing agency leadership. The full media kit is available at atxmarketinginnovators.com/sponsor.

Sponsorship and partnerships

ATX Marketing Innovators partners with a select group of brands, venues, and organizations that genuinely serve Austin's marketing community. With roughly 30-40 senior marketers in the room at each event, sponsorships are kept exclusive. Opportunities are open now for the current season, with every format built to keep the operators-only, no-pitch experience intact. Brands interested in reaching senior Austin marketers can request the sponsorship rate card at hello@atxmarketinginnovators.com.

How to attend

Marketers can browse the full calendar and request to attend at luma.com/atxmarketinginnovators. Dates and venues are added on a rolling basis, the current schedule and RSVP links are always available on the community's Luma calendar at luma.com/atxmarketinginnovators.

About ATX Marketing Innovators

ATX Marketing Innovators is an events-based community in Austin, Texas, for marketers, founders, and operators navigating a fast-changing industry. Through monthly Power Breakfasts, Happy Hours, and special events, it brings senior marketing practitioners together to share what's actually working in marketing. Learn more at atxmarketinginnovators.com.

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