

Creating Value . Pioneered a fast-track 'Proof of Value' iterative prototyping process designed to accelerate commitment by sponsors, demonstrate clear ROI on targeted problem-areas and build user commitment.

Driving Growth. Helped grow Teradata's global Retail business by over 10% p.a.between 2004 and 2008. **Leading engagements.** Managed successful consulting projects with Large global Retail organizations, including Migros (Turkey & Switzerland), Sam's Club (Mexico), Lotte (Korea) etc., which contributed to orders exceeding \$30m.

Facilitating turnarounds. As Strategic Planning Director for NCR's Retail Business, helped grow from flat Revenue in 1996/7, to 5% p.a. growth in 1998, to over 8% p.a. growth through 1999, taking a loss-making Division in 1996 to profitability in 1999.

Education & Certifications

- Degree in Business Administration, West London College. UK (1968-1971)
- Advanced Training Program , Cranfield College, UK (1992)
- Certified Member of The British Computer Society (1983)
- Certified Management Consultant (CMC)
- (2001)Certified Teradata Consultant (2006)



Strong track record of innovative thinking, strategic planning, and execution against agreed targets.

Proven ability to build effective teams, to lead successful campaigns to grow or maintain market share

Enabling retailers to improve the quality and precision of their merchandising and replenishment processes.

For more information and a detailed **RESUME** contact:

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Des Martin

Management Consultant & IT professional with proven skills and International experience in helping Retailers use detailed information to better understand, measure and improve their operations



- Strategic Planning
- Software Quality Assurance
- High Performance Teams
- Retail Industry Consulting
- Facilitation expertise
- Vendor negotiations
- Market analysis
- Supply Chain analytics
- Application Software
- Retail Business Intelligence
- Data Warehousing

Sales Growth and Account Relationship development

(Retail District Sales Manager, NCR UK)

Challenge

Initially, to take over a Retail Mass Merchandise Industry sales segment and rebuild a relationship between Marks & Spencer with NCR in the UK, which in the prior 2-3 years, had rapidly reduced their level of orders with NCR, leaving the account in danger of defecting. To realize success, I developed a three-pronged approach.

Approach

To fix the problems being experienced with previous systems that NCR had installed in Marks & Spencer, to re-establish a sound & trusted relationship, thereby earning the right to bid for a massive Data-entry project across several hundred stores; To build a team to support Marks & Spencer, and then to extend into additional accounts (primarily B&S and Woolworth) in the same Industry sector. To extend relationships within these accounts into adjacent business functions, leveraging project successes.

Results

I exceeded quota by at least 50% for each of the three full years I was in this role...and each year that quota was increased it by around 30%!

In year four, I made 105% quota, but by that stage my quota was doubled for the year, in itself a great achievement.

This resulted in the single biggest sale of IT equipment into the retail sector in the UK in 1983!

Strengths

I achieved success by driving my sales team to be relentlessly focused on the highest growth opportunities...in this case, with Marks & Spencer. I developed excellent relations with Marks & Spencer's senior executives and through systematic and persistent efforts to prototype the solutions that this very demanding client expected, I was able to build confidence and a rock-solid business case with the client.

Consulting Innovation and delivery Excellence

(Managing Partner, Catalyst Systems Ltd., UK)

Challenge

To develop and sell differentiated consulting services around a business-oriented version of application prototyping. The company we formed, Catalyst Systems, enabled this process to take place.

Approach

The concept was that users, unfamiliar, or even intimidated by technology, were encouraged to create a working version of a system that was practical and usable by them by iteratively modeling it. The end result was essentially an 'animated requirements document', but which could be turned into a working system with additional investment.

In some cases we used Prototyping to build user confidence, in others as an initial system, and in some as a skills transfer exercise to other vendors who wished to be able to adopt the same methodology.

Results

We built up the company from zero to over 750,000 pounds UK Revenues over a two year period, through clients such as Harrods, B&Q, Norman's Superwarehouses, Gloucester Co-op, ICL, NC, Marcom Systems, Securicor and the Institute of Marketing.

Strengths

The approach required excellent sales, requirements gathering and negotiating skills combined with the ability to build a team of disparate users into enthusiastic advocates of the resultant prototype.

Business Strategy Development and Annual Planning

(NCR Corporation, Retail Division, Atlanta, GA, USA)

Challenge

To turn a loss-making Retail Division of NCR Corp into a profitable unit within a three year period. This required the development of a long-term strategic plan, and I was brought over from the UK subsidiary of NCR to lead this process.

Approach

Three stages were identified: "Stop the bleeding"; "Achieve profitability in operations"; "Introduce new profitable lines of business". In a large organization, comprehensive alignment between goals, resources, tactics, products, KPI's and ongoing measurement are critical to making the results happen, so a key part of the role was to define and implement KPI's that could be set at each level of operations and tie back to achievements.

Results

I managed this process over a 3 year period, helping turn the Retail Division into a fully profitable organization over that same period. Three years of strategic planning helped NCR's Retail Business grow from flat Revenue in 1996/7, to 5% p.a. growth in 1998, to over 8% p.a. growth through 1999, with Revenues in excess of \$100m.

Strengths

Ability to negotiate with all levels of management and construct a practical strategic plan that had comprehensive buy-in, clear metrics, a road-map for product development and introduction, and a mechanism for tracking success down to individuals.