

## **Project Leader – Unparalleled Strategic Resource to Senior Management**

**Rob Martin** has more than 20 years of technology and management experience leading top-tier companies and building processes, people, and technology solutions. As VP of IT, VP of IT and Operations, and Senior Manager in a Big “4” consulting firm, Rob has delivered results in several industries including automotive, appliance, manufacturing, healthcare, pharmaceuticals, and telecommunications.

Rob is accomplished at managing large scale projects with strong technology backbones. Additionally, he excels at improving and streamlining business processes to enable these projects. He has produced and achieved demonstrated results at AK Steel, General Cable, Key Safety Systems, Tenet Healthcare, Clopay Corporation, Figgie International, US Shoe, Hamilton County Department of Human Services, Valeo Automotive, and Cincinnati Milacron.

Among Rob's success stories was radically redesigning and optimizing AK Steel's order management processes. Financially, the steel company was hemorrhaging, losing nearly \$1 million per day. Mr. Martin developed a best practice using a U-Shaped cell concept that allowed customer orders to be processed in an hour rather than the previous 4 to 6 weeks. This best practice was adopted by GM's Saturn division one of AK Steel's major customers.

Mr. Martin has demonstrated ability to improve enterprise-wide supply chains. At General Cable he led cross-functional teams that interviewed customers in key markets and constructed an imperative for change. He assisted the client with an overall vision that substantially increased order fill rates while reducing inventories by \$80 million. The solution strengthened manufacturing and the entire distribution process. This initiative substantially impacted the company's go-to-market strategy and improved their competitive positioning.

As VP of IT and Operations for a rapidly growing startup firm, CBG Telecommunications, Rob aligned both technology and business processes so that they exceeded customer needs. Mr. Martin's ability to quickly clarify the strategic gaps and fix them in the business operations, allowed the business to grow over seven times in less than four years. CBG was recognized twice for Success through Service Awards by the Weatherhead School of Management.

Rob established an Information Technology Strategy and methodology for Key Safety Systems. The IT strategy was deployed on a global scale and rationalized six legacy ERP systems into a single ERP solution. A unique aspect of this project is that it included analysis and prioritization of the entire business strategy and then the alignment to the IT strategy.

Rob's career started at General Motors where he contributed to some of the first automotive cross-functional product teams. He was a leader in both Production and Inventory Control and the increasing use of automated manufacturing systems.

Rob served on the American Production Inventory Control (APICS) Board of Directors and is CPIM. He was also named Member of the Year by APICS. Rob was born and raised in Indiana and has an undergraduate degree from Indiana University. He achieved his Masters degree in Industrial Management from Xavier University in Cincinnati, Ohio.