

Martin Hoyle

Business performance and Talent Development coach

Profile

- A highly-effective business performance coach with a proven track record of success at senior levels both in the UK and across Europe.
- Twelve years as a coach, familiar with working at all levels from CEO downwards.
- A former company director and senior executive.
- Over twenty-five years of sales and management experience within some of the leading players within the IT industry.
- A thorough understanding of how the industry functions and trades with partners, strategic alliances and blue-chip end user customers.
- A strong understanding of both the technology and business drivers behind the acquisition of technology.
- A competent business professional, having completed a successful management buy-out of an existing company and grown a thriving business from start-up.

Testimonials

"I have found Martin to be both very personable and yet demanding in his coaching role. He is a highly proficient, diligent and well rounded coaching professional whom I have come to trust and value greatly during the time I have worked with him" – *Gary Kershaw, Finance Director, Intel.*

"Martin has played a considerable part in helping me build a leadership team capable of running one of the largest PC companies in the UK" – *Jude Meadows, Vice President and General Manager, Hewlett-Packard PSG UK.*

"Martin has exceptional industry knowledge as well as a real focus on helping his clients in making progress towards their goals" – *David Wright, Director Commercial PC group, Compaq Computer.*

"I feel that the process we have followed and your professional approach have had a real impact on my business and the way my team works together" – *Andy Purvis, Director Scotland Sector, Computacenter.*

"I have found his approach and ability to be highly professional and effective. Feedback from the team has been equally positive" – *Barbara Ormerod, Vice President, Unisys.*

"I have found Martin at all times to be the consummate professional and I have greatly benefited from the work we have done together. I believe he has the perfect combination of extensive business experience coupled with a natural ability to teach to provide the ideal business coaching mix" – *Brendan Casey, CFI Business Manager, Dell Inc.*

Experience

Dell Corporation

Martin was retained by the VP of Dell Services for Europe, Middle East and Africa to help the senior management team formulate their long range strategic plan to grow Dell Services into a USD \$2.5bn operation in the region. Subsequently he was appointed as coach to a number of individuals within the team. In 2006 Martin was asked by Dell Corporation to join their worldwide Leadership Edge coaching team.

Intel Corporation

Commissioned by the General Manager and Vice-President of Intel EMEA, Martin was appointed in 2005 as the sole coach to the executive management team of eighteen senior executives and country managers across Europe. He was tasked with assisting the delivery of an organisational-wide leadership change programme. The project lasted just under 2 years.

Hewlett-Packard

Following the merger between Hewlett-Packard and Compaq in 2002 Martin was contracted by the new executive team to coach specific directors through the merger process into their new positions. This included working closely with the head of the \$1.5billion UK personal computer business.

Compaq Computer

In June 2000 Martin was asked by the HR director of Compaq UK to work with key members of the board in accelerating their development and preparing them for a period of significant change. He was subsequently appointed as personal coach to six members of the twelve-strong UK and Ireland management team, including the then MD of the business.

Unisys – Group Networking Services

Commissioned by the European vice-president directly as a result of a previous Unisys project, Martin was asked to deploy a pan-European coaching programme for the country managers of France, Germany, Sweden and Benelux. From an initial 3-month project this assignment was extended for a further 12 months.

Unisys – Financial Services Practice

Martin was retained by the UK Practice Director to support the account team during a period of unprecedented growth in revenues. Coaching very experienced individuals who each had a revenue target of £20 million plus, and had complete responsibility for specific large accounts, he was asked to raise levels of effectiveness and prepare the individuals to take on even greater levels of achievement and responsibility. This programme doubled in size from the original remit, and involved a high degree of involvement with the management and human resources teams.

Computacenter

Reporting into the Chief Operating Officer, Martin was tasked with coaching the leadership team of a key business division over a period of two years. The director of this division attributed a major turnaround in business success directly to the impact of the coaching programme.

Symbol Technologies

Reporting directly to the Managing Director, Martin was retained by Symbol to work as coach to the senior management team. The objective of the programme was to raise levels of effectiveness and confidence within the team in support of continued strong growth predictions for the business. The programme was subsequently extended to cover the wider sales and marketing team.

Toshiba

Martin was commissioned to coach the channel management team of Toshiba UK at a time when they announced their entry into the desktop PC marketplace. He was able to provide valuable feedback to the executive team during a time of important transition.

Oracle

Reporting into the Financial Services Sector, Martin implemented a coaching programme specifically aimed at the more senior members of the account team. This was designed to raise their levels of business awareness, and build confidence when engaging enterprise-wide projects at board level. From an initial remit this project was extended to a wider range of individuals across the company.

Sun Microsystems

Recruited by one of the Technical Directors of Sun, Martin was asked to deliver a series of coaching workshops to the technical services management team to increase their awareness of their role in the sales process.

Attachmate Sales UK

Initially commissioned to coach a small section of the account management team, Martin was asked to roll out the programme to all sections of the client-facing part of the business over a period of 3 years. Working directly with the Managing Director and the UK management team Martin was able to help raise standards of motivation, activity and skill in the sales teams.

Kyocera

Martin was asked by the Managing Director to implement a coaching programme within the senior management team. The purpose of the programme was to raise standards of discipline and professionalism prior to the introduction of new sales management systems across the company and Kyocera's merger with Mita. After an initial three months pilot the programme was extended for a further twelve months, and widened to include both the reseller and distributor sales teams.

Xerox

Martin consulted with the UK Managing Director and Human Resources Director to create a coaching programme designed to raise the activity of the sales team within the corporate end-user community. The programme was seen by all concerned to be a great success, and has been extended to include other members of the salesforce.

Wyse Technology

Retained by the Director of EMEA, Martin was asked to coach the senior management, including the directors of sales, marketing and finance. In addition Martin was commissioned to provide consultancy on the introduction of standards for forecasting and performance across the EMEA sales teams.

Case Technology

Martin was retained as mentor to the Sales and Marketing Director at a time of major transition for the company. This relationship was resurrected over a year later when the director concerned moved to a senior post in another IT company.

References

A wide range of references is available on request.

Voluntary Work

Martin spends 1-2 days per quarter teaching classes in business studies to students ranging in age from 12 years to 17 years at a UK State Secondary School. The subjects covered are related to the school syllabus but Martin writes his own presentations and provides handouts to the students. References from the school are available on request.

Education and qualifications

YEAR COMPLETED	ESTABLISHMENT	QUALIFICATION GAINED
1975	St.Mary's College, Blackburn	10 'O' levels
1979	Coventry Technical College	City & Guilds 4-year Electronics and Telecommunications Full Technological Certificate
1984	Institute of Sales & Marketing	Diploma in Professional Sales
1985	Institute of Sales & Marketing	Diploma in Marketing
1986	Cranfield Institute	Diploma in Management
1998	Herrmann International	Herrmann Brain Dominance Instrument Accreditation (HBDI)
2004	OPP Oxford Psychology	Myers Briggs Personality type indicator accreditation levels 1 and 2
2006	Occupational Psychology Services Ltd	British Psychological Society competence in Occupational testing levels A and B

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