

## **George W. Martin**

George W. Martin is a very involved and committed executive who has more than 39 years of business and community experience both on the local, national and international levels. He has worked in executive positions at IBM (15 years), AT&T (7 years), NET (2 years), Dun & Bradstreet (12 years) and MARTIN BROWN GROUP (3+years). He has served on numerous boards, both business and community. (See Attachment A). He is an outstanding member of his community where he has worked with YMCA's, Urban League of Morris County, Education Coalition groups and is a Deacon in his church serving as the Chairman of the Millennium Committee and Strategic Planning. He is also a level 3 certified coach of basketball and baseball in Madison, NJ. In addition, Mr. Martin is married with 4 children and holds the following 2 degrees:

- BS Math Education from California University
- MBA Operations Research from University Pittsburgh

George Martin is currently involved with the Madison Huddle Club (a football booster club—he is President of that organization) and the Urban League of Morris County, Morristown, NJ {He is the Chairman of the Board of that organization}. Mr. Martin is also an elected official on the Madison Board of Education (serving his second term). He is also a deacon at First Baptist Church of Madison NJ and the Chairman of their Building Fund Committee and the Arthur D. Brown Enrichment Center Committee (A learning and empowerment center for young adults as well as senior citizens.). The list could go on about Mr. Martin's mentoring and scholarship programs where he has aided 26 or more young men and women to receive scholarships directly from him or thru his associations. He is currently an entrepreneur associated with the following companies (WRC—World Recycling Corporation, ICA—Ideal Capital Advisors (finance & investment company and MBG—The Martin Brown Group (a sales and marketing consultant company).

Please see Attachment C for Mr. Martin's bio and photograph.

## **Business**

George W. Martin is a sales and marketing executive with proven ability to increase market share profitability, motivation of people and development of sales forces. He has a significant record of accomplishments in managing businesses from \$30 million to \$1.5 Billion. He is also an often quoted public speaker with appearances on radio, TV and in print such as; Black Entertainment TV, CNN/FN, WOR, WCBS, Kiss-FM, etc., just to name a few. Mr. Martin is a sales and marketing executive who has a history of consistently increasing sales by 10% - 50% and reducing operating expenses 20% - 30% with more than 20 years of management and executive experience.

## **Boards and/or Affiliations**

Mr. Martin has served as a director on more than 7 different boards recently and in the past he served on 12 other boards of corporations, associations or universities. Please see Attachment A for more details. His business acumen, commitment and expertise are sought nationwide. He was appointed to a Vice Chair position on SCORE's Advisory Board in 1999 (Society of Retired Executives-12, 800 strong with 397 locations). Please see Attachment B to see other chair positions Mr. Martin's has held.

## **Community**

Mr. Martin has extensive community involvement where has run several political campaigns both Republican and Democratic in Pittsburgh, PA and Ossining, NY. He is currently serving his second term on the Madison Board of Education, an elected position. In addition he is a level three certified coach in his town of Madison where he coaches basketball and baseball and he also holds a seat with the Urban League of Morristown, NJ. Finally Mr. Martin is a very active member in his church as well as other religious organizations. He has been a Deacon at the First Baptist Church of Madison since 1990 where he has held many leadership positions.

**Affiliations and Boards  
Attachment A**

System Integrators 1300 National Drive Sacramento, CA 95834	Board of Directors
Public Education Coalition 1410 Grant Street, Suite A101 Denver, CO 80203 Susan Zimmerman 303.861.8661	Board of Directors
Colorado Forum 430 Writer Square, 1512 Larimer Denver, CO 80202-1619	Board of Directors
Denver Chamber of Commerce 1600 Sherman Denver, CO 80203 Richard Fleming 303.894.8500	Board of Directors
Governors Commission on Productivity 1525 Sherman, 6 <sup>th</sup> Floor Denver, CO 80203 Bob Knouse 303.866.6254	Appointed Commissioner
Douglas County Economic Development 9605 Maroon Circle, Suite 210 Englewood, CO 80112 John Reardon 303.779.9447	Board of Directors
Colorado Uplift Board of Directors P.O. Box 46018 Denver, CO 80201 Kent Hutchinson 303.292.4245	Board of Directors
Colorado State University-Business School Fort Collins, CO 80523 Dean Pegnetter (Richard) 303.491.1499	Board of Directors
Economic Club of Colorado 1475 Lawrence, Third Floor Denver, CO 80202 Donald Stevens 303.825.8708	Board of Directors
Colorado International Research Center 8400 E. Prentice Avenue Englewood, CO 80111 Dennis Rosengarten 303.773.1700 Dave French 303.573.6030	A founding Member and on the Board of Directors
Colorado State University Business Advisory Board Fort Collins, CO 80523 Phil Austin, President-CSU 303.491.6211	Member
Children's Aid & Adoption Society-Newark, NJ	Member
BetterU Society-Wantagh, NY	National Spokesman



## **Chair Positions Attachment B**

1. Chaired Public Education Luncheon
  - Raised 40,000
  - 500 people in attendance
2. Chaired and sponsored Colorado Uplift Board of Directors
  - Raised 65,000
  - 1,000 people in attendance
3. Chaired Public Education Coalition School
  - Purpose to raise awareness about education
  - Note was passed
4. AT&T United Way Chairman for Colorado
  - Raised \$1.2M
  - 8,000 people participated
5. Sponsored an International Japanese Luncheon
  - 180 people in attendance
6. Chairman of Millennium Committee for the  
First Baptist Church of Madison
7. Chaired financial committee at Madison Y
  - Raised \$250,000
8. Vice Chair of Score's Advisory Board

## **Bio Attachment C**

Mr. Martin's last corporate assignment at Dun and Bradstreet was Senior Vice President for Asia, Pacific, Canada and Latin America. He was responsible for global accounts, business development and sales development for this region. He is responsible for providing sales and marketing leadership throughout 17+ countries via direct and indirect sales and marketing partners. In 1998 he grew revenue by 22% for the global business that he managed and traveled well over 300,000 miles per year thru 2001.

Mr. Martin has held the following positions at Dun & Bradstreet:

- **Executive Vice President for Mass Marketing**  
(September 1994 – December 1997)
  
- **Executive Vice President for US Sales East**  
(April 1993 - September 1994)

Mr. Martin managed both the Credit and Marketing division sales performance during this period

- **Executive Vice President of Credit Information Services**  
(August 1991 - April 1993)

In 1991 he grew revenue by \$12M. In 1992 he grew revenue by \$50M and increased the number of customers by 30,000 from 1991 to 1992. He grew overall sales by 12% and revenue by 8%.

- **Sr. Vice President RMS**

(November 1990 - August 1991)

In 1991 he led the RMS sales organization to a 20% gain in sales and 15% increase revenue. He produced \$1B dollars in claims sales activity while yielding a 25% yield in revenue production.

Mr. Martin is currently on the following boards:

1. Systems Integrators Inc., where he is a director on the board due to his technology and marketing skills.—1991 to 1995
2. I-Sell-I – Florida—1996 to 2001
3. Score - Washington DC—1998 to 2000
4. Urban League—1998 to Present
5. WRC—2003—to Present
6. ICA—2003 to Present
7. MBG—2002 to Present
8. DMGI—2005

Previously, Mr. Martin was involved on the following two boards:

- 1) Madison YMCA - where he heads the Capital Funding Program and reinvigoration program for the Y—1992 to 1994
- 2) American Credit Indemnity is a Credit Insurance Company where he is a director on the board—1993 to 1996
- 3) Children's Aid and Adoption Society –1984 to 1987

Mr. Martin has appeared in several sales and marketing management magazine articles. He also has participated on several panels talking about teaming; sales organization; future application visions and technologies for the 21st century.

Mr. Martin received his BA from California University and his MBA from the University of Pittsburgh. Mr. Martin has extensive marketing, sales and general management expertise over his 25+ years in the business world. As stated in a Zink Company article,

**“For the last two years Mr. Martin is not a manager but an empowering leader of immense dimensions.”**