



Martin B.

Business leader and practitioner in information technology and consulting applied across the automotive and manufacturing core value streams.

Expertise

Business and technical leadership, consulting, and applied-practitioner tradecraft in demand management and demand generation for OEMs, EVs, Batteries, and Suppliers across the automotive value chain. In my current role, I am responsible for originating, advancing, and closing opportunities with Automotive OEMs and Suppliers, across the value chain, to solve complex business problems and achieve aspirations. I am an advanced user of Holden selling principles to achieve meaningful and mutually beneficial results for my clients and Capgemini. Although organizationally aligned in the Capgemini NA Automotive Sector Applications Business Line (ABL), which includes custom and enterprise applications, insights & data, digital ambitions, and cloud strategy & transformation projects, I work across the full Capgemini portfolio (digital consulting, engineering, infrastructure, and business process outsourcing) to best serve my client's interests.

About Martin

Passionate about helping clients transform to hybrid, protect the digital enterprise, empower the data-driven organization, and enhance workplace productivity. A highly motivated IT professional with more than 3 decades of effective practice and leadership in global IT sales, business development, and consulting who excels in the areas of C-level relationship formation, transformational-solution development, and business management for Fortune 100 clients. In this role, I build effective business solutions for existing and new clients leading pursuit teams of sales specialists, solution executives, industry professionals, financial analysts, and support teams (tax, legal, HR, export, privacy, etc.), client, and alliance partner governance frameworks as required.

Core strengths are in enhancing client relationships and building optimal solutions supported by various forms of deal health and economic models. Additional strengths and areas of focus include advising and providing alternatives to senior executives that align with their strategy and business objectives; hunting, qualifying, selling, negotiating, and closing opportunities; and working collaboratively with 3rd party sourcing intermediaries.

Professional accomplishments are a direct result of an ability to solve complex problems and achieve results using an evidence, impact, context, and constraints business-development framework.

Experience

Capgemini	Account Executive – Automotive	2017 – present
DXC	Industry Sales Executive	2017 – 2017
HPE	Industry Sales Executive	2015 – 2017
HP	Industry Sales Executive (Mfg. & Auto)	2008 – 2015
EDS	GM & Industry Sales Executive	1985 – 2008
	<ul style="list-style-type: none"> • Business Development Executive • Regional Solutions Executive • Sr. Technical Architect • Sr. Executive IT Consultant • Account Manager • Chief Technical Architect • Systems Engineer 	

Education

Oakland University (Rochester, MI) - 1991

Purdue University - 1985

MBA, Finance

BS, Electrical

Engineering Technology

