



andymartin

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Biography

Andy Martin is a proven general manager and entrepreneur with over 17-years of experience delivering profits across diverse business cultures and industries. He boasts expertise in strategy development, operations, brand management, new business creation and driving market penetration in both start-up and large, established organizations. Andy's track record includes bottom-line results and demonstrated ability to successfully launch and manage a myriad of products and services to create breakthrough business outcomes.

Most recently Andy served as Executive Vice President for Utopia, Inc. – an innovative data outsourcing firm with offshore operations in Bangalore, India. Andy co-founded the B2B company in 2003, and under his leadership grew the business from the original 3 founder team to over 125 employees and a customer base that includes several multi-billion dollar clients in North America, Europe, Middle East and Asia Pacific.

Andy began his career as a U.S. Army Officer holding various positions of increased responsibility in the Field Artillery branch. In 1990 he transitioned out of the military to become a management consultant with Price Waterhouse in Texas serving petroleum industry IT clients. He later spent several years with Kraft Foods in Illinois developing new products as well as running large, established businesses such as Cracker Barrel, Breakstone's Sour Cream and Kraft Cheese Singles.

Just prior to launching Utopia, Andy was President and Chief Operating Officer at Advance Publishers - a Florida based, multi-million dollar publishing company and No. 1 player in its category. Among notable achievements, he created over \$48 million in new product revenues and replaced archaic business strategy and development process with world-class operations and marketing disciplines and techniques.

Andy is a graduate of the U.S. Military Academy at West Point where he earned a BS degree in Mechanical Engineering (Aerospace Systems). He also holds a MBA from the J.L. Kellogg Graduate School of Management at Northwestern University and routinely lectures at universities regarding entrepreneurship and global outsourcing.

Andy currently resides in Orlando, Florida with his wife and three children.

Profile

Core Competencies	Leadership, Strategy, Operations, Brand Management, New Product Development, Global Business Development, Entrepreneurial/Start-up
Industries	Consumer Packaged Goods, Children's Publishing, Business Process Outsourcing (B2B), Oil & Gas
Corporate Background	Price Waterhouse, Kraft Foods, Advance Publishers, Utopia
Military Experience	Field Artillery Officer
Brand & Licensing Experience	Kraft, Velveeta, Cracker Barrel, Breakstone's, Sealtest, Knudsen, Light n Lively, Wellbrook Farms, Utopia, Disney's Winnie the Pooh, Nickelodeon's Blue's Clues, Fisher Price, SeaWorld, Marc Brown's Arthur
Linguistic Fluencies	English, Spanish
Professional Affiliations & Other	Board Member, Advance Publishers, American Marketing Association (AMA), The Indus Entrepreneurs (TIE), Marketing Executives Networking Group (MENG)
Born	Cienfuegos, Cuba
Hometown	Pasadena, California
Personal Interests	Atlanta Braves Baseball, Reality TV, The Food Network, 80's Rock n Roll

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