



## **About Albert J. Martin/Mary Mayotte + Associates**

Al Martin's career over the last 21 years has focused on marketing, communications, and management consulting for a wide array of clients in the private, public and humanitarian sectors. His consulting work benefits from his unusually diverse background including years of hands on line management in all three sectors melded with his academic background. His work has focused on the application of marketing theory and practice in numerous commercial industries as well as the not for profit sector.

Al has lead large-scale marketing strategy, branding, planning, operations, and organizational assignments for clients including:

- **The Associated Press, USA Today, American Airlines, Armstrong World Industries, Booz Allen and Hamilton, GE Capital, SBC, SRI International; General Research Corporation; Human Resources Research Organization and the CNA Corporation in the commercial sector**
- **The Omnicom Group; BBDO Worldwide; DDB; Grey Advertising; Bates Worldwide; Wells, Rich and Greene; Martin Williams; Bozell; TBC Advertising, TargetBase; Porter Novelli Public Relations; and Rapp Collins Worldwide in the communications field**
- **United Nations World Food Programme; Changing Our World; Delaware Foundation for Retarded Children; US Offices of the Secretaries of Defense, Army and Navy; US Army and Navy Recruiting Commands; Royal Thai Armed Forces, Miami Police Department, American Trucking Associations and Business for Diplomatic Action in the public/non-profit areas.**

Al has served as a Special Advisor to the Executive Director of the **United Nations World Food Programme** on fund raising in the private sector on a global basis. . He has focused on developing strategic corporate partnerships with large multinational firms. WFP is the world's largest humanitarian organization. WFP feeds over 100 million of the world's poorest and hungriest people with an annual budget of about \$3 billion. Al has worked with WFP corporate partners including the Boston Consulting Group, Citigroup, PepsiCo and Yum Brands (KFC, Taco Bell, Pizza Hut, A&W and Long John Silver). His work for WFP has taken him to Sudan, Guatemala, Zimbabwe, Malawi, and South Africa. It has also involved him with educational groups including Universities Fighting World Hunger and the FFA (formerly Future Farmers of America). In 2007, he oversaw for WFP a 100 country, cause related, consumer in-market fundraising effort that yielded over \$15 million via a partnership with Yum Brands.

Al has wide ranging experience in marketing communications and advertising agency selection, management, organization and compensation. He has managed business development for communications service organizations resulting in over \$3.4 billion of billings growth. He acted on a consulting basis as Chief of Staff and Chief Business Strategy Officer for **BBDO Detroit**, an integrated advertising and marketing services agency servicing the DaimlerChrysler account, the largest such account in the world with agency billings exceeding \$2.4 billion and employing 1,500 staff in 58 countries.

He is also a recognized expert in the field of military manpower acquisition. He was a Presidential appointee in the **Ford Administration**, serving as the Special Assistant for Accession Policy to the Assistant Secretary of Defense for **Manpower and Reserve Affairs**. He later served for several years as Director of Accession Policy in the **Office of the Secretary of Defense**. His Directorate had overall policy, programming and budgeting responsibility for the manpower procurement programs of the Active and Reserve Forces that recruited over 400,000 individuals voluntarily and annually at a program cost of about \$2 billion. He represented the Secretary on accession policy, voluntary manning, recruiting and advertising with the Military Departments, within the Executive Branch, with Congress and with the media. Al is a charter member of the **US Senior Executive Service** and a recipient of the **Secretary of Defense Meritorious Civilian Service Medal**.



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He has been a Principal at **Booz, Allen and Hamilton**; manager of the Marketing Services and Research Department at **Grey Advertising**, and Senior Vice President of Marketing and Sales at **Allnet Communications**. At **Booz Allen**, most of his work involved the divestiture of **AT&T**, work for former Bell operating companies, and issues surrounding the development of a competitive long distance telephone marketplace. He also managed **Booz Allen's** landmark home information and interactive television syndicated study for twenty clients. At **Allnet**, a \$200 million long distance reseller, he was also chairman of the operating committee while managing the successful sale of the company to **Lexitel**.

He earned a bachelor's degree in mathematics and an MBA at the University of Delaware. He holds a Ph.D. from The Ohio State University with concentrations in marketing, quantitative management and economics. He has been a professor at the University of Delaware (assistant professor) and was a member of the planning staff for the launch of Florida International University (associate professor). He has also taught in the **Carnegie Corporation/CNA Corporation** executive development program in Russia. He is the author of articles, professional presentations and Congressional testimony on marketing services, advertising effectiveness, competition in the telecommunications industry and recruiting and advertising supporting the All-Volunteer Force.

Al's service as a captain in the **US Army** included teaching planning and budgeting in the **Defense Resource Management Education Center** at the U.S. Naval Postgraduate School (assistant professor) and serving as an advisor on financial planning systems in the **Supreme Command of the Royal Thai Armed Forces**.