

Craig MARTIN, MCC

Founder & President, Martin Global Leaders

Master Certified Coach (MCC), International Coach Federation

University of California, Berkeley, BA, Political Science (International Relations)



Craig Martin is an international expert on developing strong global leaders and high performing global teams. Through ongoing research of global leaders, his company is pioneering new methods that make global business more fulfilling and profitable.

Craig Martin has over 20 years of experience working with executives and management teams ranging from global Fortune 500 corporations to private companies. His clients include PayPal, Ernst & Young, Informatica, General Mills, Raymond Corporation and Kimpton Hotels & Restaurants. He is founder and President of Martin Global Leaders, a premier global leadership development firm that partners with select executives and leadership teams as they manage complexity and diversity and develop strategies for enterprise-wide innovation in today's global marketplace. Drawing upon the best leadership thinking and resources from around the world, Martin supports top-performing professionals that are constantly stretching themselves and seeking to do their "most important work."

Previously, Martin was co-founder and COO of Eurus Global Executive Leadership Inc., a global network of leadership and organizational consultants that partner with executives and their management teams on excellence in cross-cultural leadership, teamwork and performance. As president of Orion Professional Development Corp he worked with corporate executives and business owners to elevate their leadership, management, and communications. He has been a leader in the coaching industry, serving as President of the Northern California chapter of the Professional Coaches & Mentors Association (PCMA).

Martin originally spent over 18 years in marketing and advertising for heavy hitting companies and agencies in New York and San Francisco. As Vice President at Charles Schwab & Co, he managed strategic alliances with investment management companies totaling over \$50 billion in assets. As Vice President of Grey Group, he spearheaded strategic planning and advertising for clients in the online services, computer hardware and software, financial services, and health and beauty industries. Martin was account executive at BBDO, Chiat/Day and SSC&B Lintas (Interpublic Group) where his clients included Apple, Pizza Hut, Citibank Diners Club, Heineken Beer, Clairol, and Cover Girl Cosmetics.

He holds the Master Certified Coach (MCC) top credential from the International Coach Federation (ICF) and is a graduate of New Ventures West, a professional coaching school accredited by the ICF. Martin is highly regarded for his skill in facilitating Executive Team meetings and Leadership Academies. He has completed courses on Organizational Diagnosis, Facilitation, 360 Feedback Assessment, Myers-Briggs (MBTI®) and Temperament Personality Styles, and CultureActive Intercultural Training.

Martin speaks on global leadership and coaching and has presented at International Coach Federation conferences in both Singapore (2010) and Sydney (2013). He is a lifelong world traveller and student of foreign affairs and world cultures, and holds a degree in Political Science with an emphasis on International Relations from University of California, Berkeley.