

# Curriculum Vitae

# M.J. (Martin) Maters

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## Introduction

Martin Maters (1965) has a Bachelor of Science degree in computer science, which he completed at the HTS (Higher Technical School) in Amsterdam. Martin has held various senior management positions with BT, Lucent Technologies and AT&T.

Early on in his professional career in 1988 it became clear to Martin that, although he has a deep interest in technology, he had to develop his career in a more generic way. Over time he has gained profound knowledge of various business sciences. This together with job experience and interaction with different cultures has widened his knowledge and skills in a very broad way. Martin is a fully rounded creative and passionate general manager with over 20 years experience in Telecoms and ICT with sound knowledge of relevant business sciences, like for example business planning, strategy development, marketing, financial accounting and product management.

Throughout his career Martin has lead numerous change-management programs, and over the past couple of years Martin has gained good knowledge and experience in demand-supply issues in various roles.

## Competencies

- Result driven: takes personal proud in his delivery capabilities
- Strong analytical skills: oversees complex situations quickly and has an ability to easily drill down to core issues.
- Strong financial background: cost-modeling, business accounting
- Strong negotiator: with external and internal suppliers
- Sound decision making: manages to make sound decisions based on relevant information
- Strong people manager: a believer in developing people as a core asset to the business.

## Keywords

ICT, telecommunication, general manager, line-manager, product management, business planning, strategy development, b2b marketing, network products, international, prince2, tom-model, ITIL, program management, very financial literate, result-driven, direct.

Countries: Europe, USA, India, South-Africa

## Main results

- 2007/08: Self-employed: started MMConsult B.V.
- 2006/07: Sabbatical, made a round-trip in New Zealand with my family and worked as freelance photographer.
- 2005/06: Over-achieved revenue targets by 110%
- 2005/06: Initiator and leader of a profitability program generating an additional EBIT of €20Mio for the business.
- 2005/06: Member of the board of directors of BT Nederland
- 2003-2006: General manager for a number of product-lines within BT with an annual turnover of over €1 billion.
- 2005/06: Launched a set of new Ethernet products for the English and European market.

## Quint Wellington Redwood (2008 – now) – Associate

### • Organization and operational management demand-supply organization - Achmea – 2008 – 2009

Structure part of the newly build demand-supply organization. Build and implement ITIL compliant service management processes to support life cycle management of the Achmea IT Service Portfolio. Responsible for the services for the outsourced KPN contract as a whole and partly the services as defined in the Getronics contract. Act on an ad interim basis as Vendor Manager for the connectivity lot (supplier: KPN). Supported the transition and defined acceptance criteria for the demand-supply organization for the transition-program.

*Results: Successfully developed and implemented ITIL compliant Service Management processes for Life Cycle Management for the Achmea IT standard service portfolio. Redefined the original KPN contract [PDC] and SLA to ensure that the contract fully supports the ICT services Achmea IT provides to Achmeas divisions. With supplier, KPN, defined and initiated projects for the future LAN and Telephony environment for Achmea. Initiated an Achmea wide authentication project and acted as a steering committee member during execution.*

## BT (2001-2007)

- **General Manager – Data Transport Services – 2003-2007**

In this role reporting to the Vice President IP Networking Products, worldwide P&L responsible for a revenue target of €1 billion+. Managing a team of 30+ telecom product management professionals around the globe. Defining and executing strategy for the product line consisting of over 10 products. Initiate and drive various cost reduction and change-management programs.

*Results: Continuous overachievement of revenue targets. Completed Profit Improvement Programs generating €20+ Mio additional EBIT for the business per project. Launched various new products and propositions in the UK and European market. Run successful change-management programs to build new and change existing organizations and change and improve existing processes.*

- **Head Of Pan-European Leased Lines – 2001-2003**

In this role reporting to the Vice President Access within the BT-Ignite Products and Marketing organization. The responsibility over 12 people over 6 countries within Europe. Setting up a newly build PAN-European Leased Line organization with P&L responsible with a revenue target of around €350 Mio. Development of new Leased Line products across Europe and harmonization of the BT-Ignite international proposition and the in-country propositions across Europe. Next to this also responsible for in-life management of these products and drive various cost-reduction programs.

*Results: Continuous overachievement of revenue targets with 10+%. Established an international team of professionals with underlying processes. Change-management program to harmonize product propositions successfully completed.*

## Telfort (1998-2001)

- **Manager Infrastructure Services – 2000-2001**

In this role reporting to the Senior Manager Fixed Services within the Telfort Products and Marketing organization. In total managing a team of 8 professionals in The Netherlands. Product management of all access and infrastructure products of Telfort, including (International) Private Circuits, xDSL, Telehousing, Dark Fiber, Wavelengths and fiber roll-out programs. In-life management and product development of products for the Dutch market with a total product group revenues of €120 Mio.

*Results: Secured funding (Euro 65 Mio) for the roll-out of City Fiber Networks through-out the Netherlands. Grown the most profitable business of Telfort with over 15%.*

• **Product Manager Domestic Leased Lines / ad interim manager Products and Marketing Carrier Services – 1999-2001**

The last year in this role was a double-role with people management over 4 professionals, reporting to the VP Carrier Services. Product management of all Carrier products within Telfort, including: Domestic Leased Lines, International Leased Lines, Wholesale Voice, Telehousing, Dark Fiber

*Results: Grown the carrier business within Telfort by more than 25%, Profitably grown Leased Lines business from €15 Mio to over €35 Mio. Rewarded with the Telforts TOP ACHIEVER AWARD.*

• **Product Manager Service Management – 1998-1999**

Responsible for the development and in-life management of Telforts Service Management proposition.

*Results: Introduced Service Level Agreements and Service Level Guarantees for the entire portfolio. Introduced a new Service Management Program.*

## **Lucent Technologies and AT&T – 1991-1997**

• **Various positions**

- Product management for the Business Unit Communications software for Access management software for the markets: EMEA, China, Asia Pacific Caribbean and Latin America.
- Product life cycle management and business planning for Access Management products.
- Responsible for the East European market (Ukraine, Kazakhstan, Armenia, Czech Republic, Slovak Republic) for: Strategic and Business Planning, Joint Venture Planning, Offer Management, Pricing Strategies
- Sales support for the markets mentioned above.
- Offer management for public telecommunication infrastructure for the markets: Poland, Ukraine.

*Results: not applicable*

## **Philips – Telecommunication and Data Systems – 1988 - 1991**

• **Software Developer – 1988-1991**

Software developer for the SOPHO-S S2500 PABX. Implementation of call facilities. Creation of system specifications, design specifications and integration testing.

*Results: not applicable*