

Martin Lacey Gandar BSc. CEng. CITP. WCIT

27 Old Gloucester Street, London WC1N 3AX
T: 0207 382 522 Mbl: 07770 366 566 Skype: martingandar
martin@gandar.com www.gandar.com
martin.gandar@butlergroup.com www.butlergroup.com

World-Class Marketing Executive, Entrepreneur and Industry Analyst with enviable reputation in the development and execution of successful sales and marketing strategies.

CORE COMPETENCIES

- Exceptional technical grasp blended with the creative agility to build and deliver compelling propositions.
- Board level Director and Non-Executive Director with strong legal, financial and business skills.
- European and international marketing experience.
- Extensive experience in the structuring of go-to-market strategies translated into successful solutions marketing programmes delivering strong sales revenues.
- Highly organised and self driven in the execution phase.
- The stature and knowledge of a respected Industry Analyst.
- A bid winner.
- Contract negotiation and licensing skills.

SPECIALISATION

I currently specialize in bringing new software technology and solutions to market or into new geographies. I have valuable experience of putting into place the structures and processes that enable a company to run an efficient sales and marketing function that delivers results. I will typically strategise, plan, build, deliver, manage and execute:

- The 'go to market' strategy.
- Solution definitions and market intelligence.
- Messaging and communications framework.
- Multi-channel, joined-up marketing programmes.
- Sales strategies, propositions and pricing.
- Sales commission structures.
- Competitive analysis and positioning.
- Web site content and Search Engine Optimisation (SEO)
- Channel strategy and managing and driving execution.
- Licensing negotiations.
- Customer Reference Engine.
- Measurement and optimisation processes.

PREVIOUS ROLES AND MAIN ACHIEVEMENTS

Technologist at EDS/Scicon. 1977 – 1982

- Developed anti-submarine defence systems for The Royal Navy.
- **Lead Analyst, Designer and Implementer** of major Medical System that integrated all personal dosimetry at Windscale (Sellafied Nuclear Works)

Management Consultant with Ernst and Young. 1982 – 1987

- **Launched the modelling and development environment IEW/ADW** for Ernst and Young in the UK and was **trained personally by James Martin** the World Famous Technologist and Author.
- Project Manager of Physical Resource Management System for Department of Trade and Industry (DTI) whilst with Ernst and Young. **Worked alongside Richard Barker and Geoff Squire** who I contracted from CACI as consultants and who went on to form Oracle Europe (Geoff ending up as Number 2 in Oracle Worldwide whilst Richard ran their CASE Programme). The design work was so good that the extensive prototype we developed went straight into production.

Development Director and Head of IT for City of London Based Insurance Company (Janson Green.)
1987 - 1989

- Designed and implemented Risk and Claims Management system for Lloyd's members' agency as part of big bang, managing team of 30 developers and then implemented it as Head of IT responsible for 100 staff. (£3 Million budget)

Non-Executive Director of Software House (IntApps) 1989 – 1990

- Successfully launched this new software business

Founder and Board Level Director of UK Software Company. (SchemaTec / TopSystems UK) 1989 -1994

- Founding UK Software House (SchemaTec) and building it to 40 staff and turnover of £5 Million before selling the company to Dutch/US Associates.
- Individually secured the bid for a standard development environment for Scottish Health competing against a six man Oracle bid team. (Estimated value £1 Million in software licenses)
- Overshadowed Oracle's CASE team offering more compelling propositions and precipitating Oracle's removal of their CASE Generator from the market.

Founder and Managing Director (MD) of the Independent UK Oracle User Group (UKOUG) and Deputy Secretary General of the European Oracle Software Group (EOUG) 1990 – 1994

- Set up and made profitable Oracle's first independent User Group

European Marketing Director for US/Dutch Software Company (TopSystems/USoft/Unisys) 1993 -1995

- Launching software solutions and running European marketing programmes from base in the Netherlands as European Marketing Director for TopSystems/USoft/Unisys. Managing marketing teams in UK, France, Germany and Netherlands and jointly developing propositions with US based marketing function.

Global V.P. Marketing for Canadian/UK Start-up, (Aruna Inc) 2000 - 2004

- Re-branding and launching Canadian Software Company into Europe as Aruna in role of Global V.P Marketing. Responsible for every aspect of marketing maximising the value of tight budgets.

Won multiple awards for our solution at Aruna including

- IM2001 runner up for Product of the Year 2001
- Nabarro Nathason Best BI Project
- IM2002 winner of Most Innovative Technology
- IM2002 Runner up , Most Innovative Technology and Premiere Project Award

Associate Industry Research Analyst with Butler Group and Independent Marketing Strategist and Advisor (Current Role) 2004-

- Responsible for Strategic advice and support of Butler Group's clients requiring assistance with their go-to-market positioning and marketing.
- Working independently to enhance the go-to-market strategies of solutions vendors and assisting in the creation of effective marketing regimes, processes and collateral.

PERSONAL DETAILS

Education

University of Manchester Institute of Science and Technology U.M.I.S.T.

- Computing Honours Grade 2.1

Therfield School (Leatherhead Surrey England) & Ewell Technical College

- A Levels in Maths, Physics & Computer Science
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Awards

Awarded Freedom of the Worshipful Company of Information Technologists (WCIT)

Publications

White Papers and other collateral developed in role as Butler Group Industry Analyst and as Independent Go to market specialist. Clients include, Oracle, Ingres, BMC, CACI, Biomni, EnterpriseDB, SWORD, Macro4 etc

- Built and managed multiple web sites
 - Wrote scripts and assisted production of videos for Aruna
 - Developed and presented various webinars for major clients such as BMC and Oracle
 - Chairman and host of events for Butler Group
 - Developed and ran major User Group Conferences with thousands of attendees for Oracle User Group meetings in UK and Europe.
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Contact

27 Old Gloucester Street, London WC1N 3AX

0207 382 522 (business tel)

0808 208 9353 7750 (Fax)

07770 366 566 (mobile)

Skype: martingandar

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