

# Marty Parker

TechCXO Partner - Operations & Supply Chain



## CONTACT DETAILS

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## RELEVANT EXPERIENCE

Marty Parker is a Lecturer (Teaching Professor) at the Terry College of Business at the University of Georgia. When not teaching, Marty serves as an interim COO for companies with \$2MM to \$30MM in revenue who have complicated or broken processes in the areas of Supply Chain, Manufacturing & Process Improvement.

He also serves as an "Expertant" (Expert Witness and Consultant) in Building Products and Product Defect Litigation. Among his career highlights are the following:

### **Lecturer (Teaching Professor), University of Georgia Terry College of Business.**

Teach undergraduate and MBA candidates Operations Management and Quality Management. Founded the UGA Supply Chain Advisory Board.

### **VP of Marketing, Sto Corp.**

Overall Responsibility for Strategic Planning, Innovation, New Product Development, Digital Marketing, Social Media, Lead Generation, CRM (Salesforce), Pricing, SAP (Marketing processes), Channel Management, Product Management, Brand Awareness, Advertising and Sales Aid and Sample Development for the world's largest manufacturer of exterior thermal insulation systems and an international technology leader in the design and production of innovative building materials.

### **VP of Operations, Sto Corp.**

Accomplishments included establishment of new Non-Branded Sales business leading to over \$4,000,000 in sales at a 25-30% fully burdened gross margin. Reduced manufacturing expenses by \$5,000,000 (31 percent) through recession while simultaneously improving lead times, quality and safety. Reduced SG&A expenses by \$800,000 by improving sales aid process.

## EDUCATION

### **University of Georgia, Terry College of Business**

Masters of Business Administration, 4.0 GPA

### **Virginia Polytechnic University,**

B.S. -Chemical Engineering.

## PERSONAL STATEMENT

I love to help both people and companies be successful. I have proven success in finding incremental revenue opportunities and substantial cost savings in order to improve current and future profitability. Together we will organize and simplify complex manufacturing, supply chain and customer support processes in order to support rapid company growth.

## PRACTICE FOCUS

TechCXO has assisted more than 750 technology companies to build value, enter new markets, increase sales and improve margins. Marty accelerates value in the following areas:

### **OPERATIONS**

- International Expansion
- Process Improvement
- Turnaround & Restructuring
- Interim COO/Management
- Partner/Vendor Management
- Manufacturing & Operations Expenses
- Strategic Planning
- Innovation
- New Product Development
- Digital Marketing
- Social Media
- Lead Generation
- CRM
- Pricing
- Channel Management
- Product Management
- Brand Awareness,

## SPECIALTY AREAS

Marty is TechCXO's subject-matter expert in Supply Chain, Manufacturing, Operations and Process Improvement

## SECTOR EXPERIENCE

### **COMMERCIAL PRODUCTS (B2B)**

- Building Products
- Distributors/Wholesalers
- Industrial Supplies & Parts
- Machinery

### **COMMERCIAL SERVICES (B2B)**

- Construction & Engineering
- Logistics

### **COMMERCIAL TRANSPORTATION**

- Air
- Marine
- Rail
- Land
- Misc. Transportation

### **CONSUMER NON DURABLES**

- Food Products
- Misc. Consumer Non Durables