



Martyn Lee
Vice President, Europe

Prior to taking on the role of a Leadership Strategist, Martyn Lee had 28 years' experience in the automotive and specialized vehicles sector of the automotive industry. These included responsibilities for the management of relationships between his company and the UK Ministry of Defense, The UK Government and its Agencies and The Royal Household. Martyn also had a primary responsibility for the sales of Land Rover and Land Rover "Special Vehicles" to all major publicly owned, UK utilities.

Martyn's various roles included global responsibilities resulting in him working in 22 different countries. The companies for whom Martyn has worked have been in a variety of ownerships including the UK Government, BAe Systems, BMW and The Ford Corporation.

Martyn is a very experienced negotiator and influencer with an in depth understanding of the protocols and diplomatic skills required for ongoing success in the specialized sectors in which he operated. From his foundation in the automotive industry, Martyn has expanded his expertise to other industrial sectors, most notably healthcare where he has significant client involvement.

Martyn's solid business background combined with his high empathy people skills are major assets he brings to the role of Leadership Strategist and as Vice President, Europe for the firm.