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## MARTIN HALL

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### PEOPLE DIRECTOR | SR. IT STRATEGIST

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People Leadership | Client Relationship Management | Values-Driven Management | Corporate Culture  
IT Project Management | Systems Thinking | System Implementation | Leadership Development  
Values-Based Technology | Business Transformation | Process Improvement | IT Budget Management  
IT Strategy & Roadmapping | Local & Remote IT Teams | IT Alignment | Vendor Engagement  
Technology Innovation | Organizational Development | Organizational Effectiveness | Service Management  
Cloud & Virtualization Solutions | Systems Thinking | Intellectual Capital | Knowledge Management

Technology strategist who innovates and implements forward-thinking tools that usher transformation on national and international scales. Specialize in leveraging technology to shape corporate culture, promoting values-driven management that contributes to organizational effectiveness.

Strategic mindset; extensive leadership success deploying portfolio of solutions in enterprise environments. Consultative background; verifiable record of project leadership with Fortune 2,000 clients. Creative solution provider who cultivates relationships with technical staff, non-technical users, and clients, to deliver outstanding user experiences.

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#### EXPERTISE IN:

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- Focusing stakeholders on all levels on the technology solutions that both support business operations and align with core values
- Leveraging the most up-to-date technologies and emerging solutions to build advanced, stable technology environments
- Innovating and delivering solutions that serve domestic, international, and multi-cultural environments

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#### EXPERIENCE

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##### COMPASS SERIES

August 2019 to Present

**Human Values-Technology Consultant:** Innovated application to use values-clusters to support at-risk youth in achieving high school diplomas. Rolled out beta version with local law enforcement organization that interfaces with court system. Provide consultancy to other organizations serving at-risk youth.

##### NAPA VALLEY WINE TRAIN

August 2011 to July 2019

**IT Manager:** Directed technology operations, which encompassed service delivery, infrastructure and architecture, business systems, security, end-user services, and special technical projects. Conceptualized and directed initiatives to enhance business-critical areas including service desk, finance, technology inventory, and network availability, capacity, and performance.

- Launched guest WiFi on moving train, and interfaced system with cloud-based, networked point-of-sale technology.
- Captured near-immediate ROI from initiative to install camera system for train station, yard, and commissary. Sourced vendors and oversaw implementation.
- Deployed broadband to all satellite buildings as far as ½ mile away, by standing up WiFi dishes between main and satellite facilities.

Commented [MH1]: Or is people better?

Commented [LK2R1]: I like human however it be useful to find how other people call themselves who do similar work.

## MARTIN HALL

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Page 2

- Applied innovation and ingenuity to implement wireless broadband network between all locations, overcoming technical and financial constraints.
- Steered migration from Windows Server 2003 to Windows Server 2012/R2, then Windows Server 2016 and implemented new wired and wireless Ubiquiti network, both of which significantly enhanced workflow. Implemented Microsoft Hyper-V virtualization

### CYBERMILL, INC.

August 2011 to April 2014

**IT Director:** Principally guided IT and technical projects at CyberMill Technology Center, which served at-risk children in afterschool environment. Conducted server administration, deployed solutions to workstations and other devices, and maintained IT assets.

### EMERGENCE GROUP | METAXIO

April 2007 to August 2011

**Principal Consultant:** Designed, developed, and implemented technology solutions for business and nonprofit clients, conducted full scope of project management, and provided training to clients' information services teams. Additionally, enhanced clients' core competencies surrounding organizational ethics, leadership development, and values-driven management practices. Clients included Little Pickle Press, Autodesk, Olivetti ATC, Custom Web Applications, Ministry Healthcare, People, Inc., People Unlimited, AAdhya, Plexus, and Pyramid.

- Integrally contributed to defining UNIX systems administration function for Autodesk, which proved instrumental in their transition to SAP.
- Articulated and mapped strategy for client to sell and distribute digital information across audio, video, and web platforms.

### CUSTOM WEB APPS

April 2007 to September 2009

**IT Project Manager:** Steered technology initiatives for clients including LabRoots, eDrugstore and Genacom, which involved virtualizing solutions, system administration, and hosting services. Additionally, developed and managed sites requiring 24/7 mission-critical uptime.

### VALUES TECHNOLOGY

February 1992 to April 2007

**Director, Organizational Development | Organizational Effectiveness:** Launched niche technology and management consulting firm specializing in IT platform innovation for organizational assessment and ethics- and values-driven management. Articulated technical and product vision. Led engagements spanning management, telecommunications, service engineering, and training for diverse client base. Formulated long-term strategy for clients to leverage quality IT architecture and network-intensive solutions to optimize operations and maximize savings. Installed and directed local and remote technology team conducting operations, programming, and support for diverse client base, which included Wallenius-Wilhelmsen Lines, Clarica (nee The Mutual Group), Telus (nee Alberta General Telephone and Edmonton Telephone), Siemens, and ALCOA.

Forged strategic partnerships with Global 2000 businesses centered on organizational culture and values issues including leadership development, and leadership coaching and mentoring. Conducted extensive research on technology, knowledge management, management, leadership, systems thinking, values, and intellectual capital, and presented findings at industry and academic conferences.

- Conducted Interim CEO assignment to steer full-scale turnaround of underperforming operation. Achieved and maintained profitability, and provided leadership until permanent CEO's installation.
- Innovated web-based values management tool to replace PC model for client, who leveraged solution as core tool to win client engagements valued at \$1M+.

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## MARTIN HALL

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Page 3

- Instituted large-scale integration methodology and modified web-based values measurement tool for organizations with up to 12,000 staff.
  - Defined cultural alignment process to facilitate understanding of cultural issues in M&A scenarios.
- Launched global web portal used for organizational leadership, and developed values-based language translation methodology, enhancing client engagement and delivery in multiple countries.
- Developed values-based document analysis tool to capture human values in language; products proved instrumental in client engagements.
- Authored 30+ articles for industry publications focused on in-depth research of systems, culture, and organizational development issues.

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### TEACHING EXPERIENCE

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ST. MARY'S COLLEGE OF CALIFORNIA

February 2002 to June 2005

**Adjunct Professor:** Recruited among 1<sup>st</sup> faculty members for Leadership for the Public Sector Master's program. Designed and delivered curriculum for Leadership in Action course, distinguished as pivotal module in the program. Taught Values: Leadership In Action for new Master of Arts, Leadership program.

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### EDUCATION

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PHD, MANAGEMENT SYSTEMS & SCIENCES | University of Lincoln  
M.PHIL., MANAGEMENT SYSTEMS & SCIENCES | University of Hull  
MASTER OF SCIENCE, CYBERNETIC SYSTEMS | San Jose State University  
BACHELOR OF ARTS, HISTORY | Santa Clara University

Lincoln, UK  
Hull, UK  
San Jose, CA  
Santa Clara, CA

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### TECHNOLOGY

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**Operating Systems:** Windows (XP, Vista, 7, 8, 10) | Windows Server 2003, 2012, 2016 | Mac OS | GNU/Linux | Hyper-V | FreeBSD | SunOS/Solaris | SuSE | Fedora (RedHat) | Debian | Ubuntu

**Hardware:** Windows PC & Servers (IBM, Lenovo, HP, and Dell) | Mac Products | Sun Workstations | Linux & UNIX Workstations & Servers | Ubiquiti Unifi | Cisco | NAS | SAN

**Networking:** Heterogeneous Networking & Interoperability | TCP/IP | DNS | DHCP | Wireless | VPN | Active Directory | Hyper-V

**Language Exposure:** C+ | Ruby | HTML | CSH | BASH | PHP

**Software:** Microsoft Office 365 Admin | Word | PowerPoint | Excel | Open Office | Wikis | Drupal | Blackboard | aTutor | AJAX | Mashups

**Experience In | Exposure To:** Team Building | Team Leadership | Training and Development | Knowledge Management | Client Relations | Client Satisfaction | Curriculum Development | Customer Satisfaction | Customer Service | Customer Support | Customer-Centered | Client-Centered | E-Education | E-Learning | Distance Learning | Education Management | Higher Education | Mentoring | MIS | Project Management | Organizational Restructuring | Management Consulting | Program Development | Quality Systems | Information Services | Information Technology | Technical Analysis | Computer Networking | Computer Software