

Greg Martin MBA

BACKGROUND

Greg is an experienced business executive, performance coach, instructor, author, and community volunteer; whose passion is helping people achieve the highest performance outcomes possible, whatever the venue.

When working with others, Greg's focus is on identifying, honoring, and reinforcing the very best found within every individual. His purpose is to Inspire, Empower, and Serve others.

His professional career emerged within both the consumer packaged goods industry, the healthcare industry, and in the adventure tourism industry, having direct responsibility for all aspects of operations including strategic planning and execution.

Within Greg's personal life, Greg is an avid martial arts enthusiast, who is a multiple disciplined multiple black belt holder. Greg has been a student and an instructor of the Asian martial arts for close to two decades, and teaches new students on a regular basis.

Within the community, Greg is a volunteer and has served on the board of a number of organizations that promote and advocate, leadership, sport activity and sport for all, inclusion, and peace.

SELECTED EXPERIENCE

WildPlay Element Parks Present

Greg is the Chief Operating Officer at WildPlay Element Parks, where we seek to engage people in active adventure experiences, where they are challenged to evolve beyond their self-perceived limits.

Where The Head Goes...Performance Systems 2008 – Present

Greg is the Founder & Chief Performance Officer at Where The Head Goes...Performance Systems, and is responsible for the development of the programs and exercises offered at WTHG. WTHG offers performance & self-leadership programs, executive coaching, business consulting, and strategic facilitation services.

Procura/Progesa Health Systems 2007 – 2009

Greg served as the Chief Operating Officer of this global multi-site provider of a comprehensive, fully integrated point of care, clinical and back office software solution for Home Care, and Community Care agencies within Canada, the United States and Australia.

Longview Consulting 2005 – Present

Greg served as the past Vice President and is currently a Director of this team based consulting firm, specializing in optimizing business performance, strategic planning, and business start-up and transitioning initiatives.

Island Farms 1994 – 2005

Greg served as Director of Operations for 10 years before moving into the CEO & General Managers role just prior to the sale of Island Farms to Agropur in early 2005. Island Farms is a full line multi-site manufacturer of dairy and related consumer packaged goods, serving markets from Vancouver Island through to eastern Canada.

The Becker Milk Company 1989 – 1994

Greg served as Manager of Operations at this leading manufacturer of dairy and related food products supplying over 160 retail convenience stores in eastern Canada, with annual sales of \$400 million. The operation consisted of 150 union and non-union employees.

Silverwood Industries 1979 – 1989

Greg served in a number of progressive roles both as a union employee and as a manager, with this manufacturer of food products supplying markets in North America.

MARTIAL ARTS

Greg became a practitioner of martial arts in the early 1990's with his study of Aikido. Drawn to the disciplined practice, the circular fluid movement, and the focus on improving "self", Greg practiced Aikido in eastern and western Canada, and a short time in Japan, training with some of the very best and top instructors of the art. Over the next decade, Greg would earn his Black Belt and begin teaching other students in the art.

In early 2001, Greg began exploring and learning the art of Okinawan Karate. Intrigued by the speed and power of karate, Greg imagined it would compliment his aikido training and he worked hard advancing to a black belt level while training with a number of well-known karate instructors from Okinawa, the United States, and Canada. Greg advanced his skills allowing Greg to begin teaching the art of karate to others.

Greg continues to teach martial arts to students; combining his love of martial arts and his leadership experience to instruct and lead by example. Drawing analogies between the principles and concepts of martial arts, leadership, and life.

EDUCATION & OTHER INTERESTS

Greg earned a Master of Business (MBA) in 2005, which complimented his career experience and his portfolio of part time studies and seminars. And a life long learner with a special interest in self-development and the principles of self-management that allow for positive individual evolution, human centric organizations, and high performance.

Within the community, Greg has served as a volunteer mentor and participates in supporting the BC Cancer Foundation.

In addition, Greg has been involved with a number of organizations that promote sport, peace, and wellness across Canada and around the Globe, including The World Martial Arts Games Committee, Sport for All Canada, and the Canadian National Martial Arts Association.

Greg is also an author and co-author on a number of diverse topics and processes. Greg is currently working on two special books, one to help adults facing the stress of illness and the second to help teens and young adults realize the value of individuality, life, compassion, and unconditional love. These two projects are very close to Greg's heart and reinforce his love of celebrating and supporting people.

