



Martin Casey

I help businesses capture value by effecting change through digital transformation.

Austin, TX

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Achievements

- Advised **BAT** on the viability of investing in alternative, healthier product lines, resulting in an ambitious multi-channel digital transformation program.
- Uncovered significant growth opportunities at **Hayward**, leveraging its connected (IoT) business to reduce pool-related injuries.
- Helped **General Assembly** rethink its outreach program to better serve under-represented communities.
- Developed a global enterprise architecture for **Coca-Cola**, enabling effective data-driven decisions.
- Drove the adoption of micro-services at **Purina** to accelerate innovation across its global brands.
- Supported **Boehringer Ingelheim**'s goal to fulfill digital pharmaceutical orders via third-party clinics.
- Architected a complex, multi-brand digital transformation for **Horizon Global**, a successful automotive-adjacent manufacturing business.
- Designed a distributor-based fulfillment process for **Parker Hannifin**'s highly customized parts business.
- Consolidated **Frontier Co-op**'s many niche brands in a unified B2C/B2B marketplace.
- Modernized **Acer**'s technology stack for the US/CA markets.
- Developed a highly differentiating in-store/online "color bar" solution for **Kendra Scott**, a successful jewelry brand.
- Led a product data rework and technology upgrade effort at **Ideal Industries**.
- Pushed the limits of scale to support order management at 100K+ educational institutions on behalf of **Balfour**.
- Architected a highly integrated technology stack for **Quantum Digital**, facilitating "just in time" fulfillment for highly customized products.

Education

- MBA (2002-2004)**
ESSEC (Paris)
- MA IN ENGLISH (1999-2000)**
King's College (London)
- BS IN FOREIGN SERVICE (1993-1997)**
Georgetown University (Washington)

Experience

- INDEPENDENT (2/23-Present)**
Technical advisory and strategic consulting, currently aligned to manufacturing and aerospace.
- GORILLA GROUP (WTC&T)**
Group Director & Strategy Lead (1/22-2/23)
Drove ambitious digital transformation across 40+ architecture and business strategy engagements representing \$20MM in top-line agency revenue. Advocated for innovation as a force multiplier. Defined, measured and celebrated project impact. Orchestrated efforts across WPP.
Enterprise Architect (9/19-12/21)
Cross-platform opportunity assessment and project advisory in the greater WPP family of agencies. Internal focus on product development, headless architecture and delivery innovation.
- INDEPENDENT (2017-2019)**
Technical advisory and application development.
- PRAXIS (WSC)**
Chief Strategist (2016-2017)
Facilitated sale of company to WSC, focused on the integration. Responsibilities spanned thought leadership, market outreach and client engagement. Primary goal was to ensure that our messaging and operations delivered value in the form of digital transformation.
Chief Marketing Officer (2015-2016)
Shifted focus to top-line growth. Re-tooled the marketing and sales process, honed the company's competitive positioning, represented the company at industry events.
Partner (2006-2015)
Co-founded the company, a commerce innovation consultancy providing strategy, design, development, marketing and support services to merchants worldwide. Engaged with clients, nurtured a staff of 20 and developed technical expertise across a range of platforms.
- INDEPENDENT (1998-2005)**
Web design and development.



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