

Marty Comber, Principal

Marty Comber is a proven champion of breakthrough performance in Sales and Marketing strategy execution. Over the past 17 years, he's designed, developed, managed and executed strategic sales/marketing programs in the fast paced telecommunications industry.

Marty's client experience includes flagship organizations from the Public Sector as well as key industry markets of Financial Services, Energy and Information Technology. Management and consulting assignments have centered on four key areas: Account Development; Relationship Management; Industry Marketing, and Sales Strategy.

Currently, Marty is involved in:

- Designing relationship-based Account Management programs and processes.
- Helping organizations implement sales-based competitive differentiation.
- Developing integrated Sales, Human Resource and Marketing practices that support and nurture sales-based competitive advantage.

Marty began his career as a sales professional with Telus Corporation in Calgary, Alberta. After selling telecommunications solutions to the general business market, he moved to the Major Accounts organization selling to multinational petroleum companies. In 1983, he joined the National Systems Group of Telecom Canada as a Market Analyst and subsequently assumed a more senior position as Industry Market Manager.

In 1988, Marty joined Bell Canada as National Accounts Director where he was responsible for Government, Information Technology and Insurance Key Account Development. Throughout 1994 and 1995, he led a multi-functional team in the design, development and implementation of a Performance Management System for Account Teams in Bell Canada. Marty joined Target Consulting International in 1996.

Marty has extensive experience working with world-class providers of specialized sales and account management methodologies and programs. He brings to his consulting unique insights gained as a result of being both designer and practitioner of strategic transformation initiatives. He has worked with the University of Toronto's Executive MBA program to design a development curriculum based on market-defined Competency Maps for Key Account Team functions.

Marty received an undergraduate degree from the Sheridan School of Business, Sheridan College and an Executive MBA from the University of Toronto. He also has extensive Sales and Sales Management training from Xerox Learning, McGraw Hill, Holden Corporation and Target Marketing Systems. He is also a certified trainer for Siebel Systems' Target Account Selling.

Marty is an active member of the National Account Managers Association (NAMA). He is committed to the ongoing development of sales and account management as a foundation for competitive success.