



George W. Martin

CONTACT ME:

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SENIOR OPERATIONS / SALES EXECUTIVE

Accomplished senior operations and sales executive, in both the agriculture and private sectors, with 30+ years of proven experience in agricultural production, harvesting, packaging, marketing, sales and management. Drive production across complex multi-site organizations by aligning visions with goals, collaborating with key stakeholders, properly positioning resources, creating community partnerships and improving processes for efficiency and quality. Highly successful in developing and growing businesses to achieve sustainability and profitability.

CORE COMPETENCIES

- Performance / Process Improvements
- Resource Analysis & Allocation
- Market Analysis & Product Penetration
- Develop Operational & Capital Budgets
- Manage Large Employee Base 200+
- Full Product Life-Cycle Management
- Multi-Functional Leadership
- Develop & Leverage Key Partnerships
- Full P & L Responsibility
- Agriculture Land Development
- Solutions Development
- Team Development / Mentoring
- Vendor / Customer Relations
- Negotiate & Manage Vendors
- Negotiate Ag Land Purchases & Sales

PROFESSIONAL EXPERIENCE

Scale Ag Services \ Palm Coast, FL

2018-Current

District Sales Manager, Southeast United States

Agriculture retail company selling technology, chemicals and fertilizer into the Western United States agriculture regions.

Responsibilities: Direct sales of technology, chemicals, and fertilizer into a new region/territory in the southeast (FL, GA, SC, NC, AL)

· **Regional sales plan developed** by applying knowledge and experience of market analysis and vendor/customer relations. Crops involved were citrus, pecans, blueberries, strawberries, peaches, apples, corn, and various row crops.

· **138% increase in sales** thru development and leveraging of key partnerships and applying vendor / customer relations skills.

National Pecan Company \ Bowie, AZ

2016-2018

Western Region Manager

Investment backed agricultural tree crop entity producing over 8,000 acres of pecans across the continental United States.

Responsibilities: Full P & L responsibility for the profitable production, harvest, cleaning and shipping of all farms from Texas to California. Additional responsibility to find and qualify suitable land for purchase, and to develop an additional 2,500 acres of raw land into a viable pecan orchard.

· Over **5,000 acres** of pecans, **330% increase**, with suitable ROI for investment purchase identified thru developing and leveraging key partnerships and multi-functional leadership capabilities.

· **22% reduction in development costs** achieved thru resource analysis / allocation and performance / process improvements.

· **18% reduction in growing costs** realized thru effective team development / mentoring and solutions development.

North Bowie Farming \ San Simon, AZ

2014-2016

Farm Operations Manager

Investment backed agriculture tree crop entity farming 5,000+ acres of pecans and pistachios in the western US region.

Responsibilities: Full P & L responsibility for growing 1,500 newly planted acres and land development / planting of an additional 3,500 acres.

· **60% increase in planting efficiencies** achieved thru performance / process improvements and team development / mentoring.

· **90% increase in farm appearance** for obtaining potential investors by implementing resource analysis / allocation and developing performance / process improvements.

· **Through multi-functional leadership capabilities** organized land development and planting to achieve completion of planting of over 1,600 acres of pecans in less than 1 month.

Navajo Agricultural Products Industry \ Farmington, NM 2012-2014

Alfalfa Crop Manager

Agricultural and farming entity operating on 115,000 acres – producing alfalfa, potatoes, pinto beans, corn and wheat.

Responsibilities: Full P & L responsibility for yearly production, harvest, marketing, sales and logistical movement of 16,000 acres of alfalfa (117,000 tons).

· **\$24.15 million in liability eliminated** by diversifying market customer base, developing a market strategy and taking a personal interest in forming a corrective plan of action.

· **Achieved 100% of performance optimization** objectives by carefully analyzing new and existing team members and providing training and mentoring for maximum effectiveness.

· **\$2.8 million revenue increase** gained by identifying and addressing production weaknesses while collaborating with accounting department to cover cost shortfalls.

· **12% increase in production** achieved by integrating performance / process improvements across production operations.

· **38% reduction in market risk** gained by conducting improved market analysis and developing ongoing market strategies taking into account rapidly changing market conditions.

· **19% increase in gross sales** generated by evaluating and improving sales processes that increased customer face time versus time spent on excessive reporting.

Maxim Rt 60 Ranch \ Boling, TX 2010-2012

Operations Manager

M & H Tree Farm \ Oviedo, FL 2005-2010

President / CEO

Martin Farms \ Oviedo, FL 2003-2010

Vice-President of Operations

Turnkey Marketing \ Orlando, FL 1998-2003

President / CEO

J.J. Parrish \ Titusville, FL 1994-1998

Citrus Operations Manager

Nelson & Co. \ Oviedo, FL 1979-1994

Vice-President of Citrus Operations

WME Farms \ Oviedo, FL 1977-1979

Farm Manager Celery Operations

Florida Southern College \ Lakeland, FL 1973-1977

Bachelor of Science Degree in Citrus (Agronomy) / Business

AFFILIATIONS

Volusia County Cattlemen's Association – Member
Georgia Pecan Growers Association – Member
Arizona Pecan Growers Association – Past member
Texas Pecan Growers Association – Past member
Western Pecan Growers Association – Past member
National Hay Association – Past member
New Mexico Hay Association – Past member

Florida Citrus Production Managers Association – Past member
Seminole County Farm Bureau – Past Board of Directors / member
Seminole County Cattlemen's Association – Past member
M & H Tree Farm – Past Board of Directors
Martin Farms – Past Board of Directors
Turnkey Marketing – Past Board of Directors
Nelson & Co. – Past Board of Directors

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