

# CURRICULUM VITAE

**Geoff Martin**

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## CURRENT POSITION

**Melbourne Business School, Senior Lecturer, Strategy (August 2012)**

## EDUCATION, QUALIFICATIONS & ACADEMIC HONOURS

### **IE Business School, PhD Program (August 2008 – Present)**

- Dissertation paper accepted for publication in the **Academy of Management Journal**
- Four papers accepted by the Academy of Management (AOM) Conference for presentation (two in 2010 and two in 2011) and one at SMS, all as first author, two of those as sole author

### **Melbourne Business School, MBA (January 2001 - May 2002)**

- A.T. Kearney Strategy Scholarship
- LEK Consulting Travel Fellowship

### **Institute of Chartered Accountants, Professional Year (March 1994 - September 1995)**

- Merit Listed

### **University of New South Wales, Bachelor of Commerce (March 1990 - June 1993)**

- Co-operative Education (Full) Scholarship: Awarded to 18 students out of intake of over 1,000

## RESEARCH INTERESTS

Strategic decision making under risk, corporate governance, executive compensation

## PUBLICATIONS

**Academy of Management Journal** (In press): Mixed Gambles and Executive Stock Options: Re-visiting the Behavioural Agency Model. Martin, Gomez-Mejia & Wiseman

**Harvard Business Review** (October 2012): Life Cycle of CEO Compensation. Martin, Gomez-Mejia & Wiseman

## UNDER REVIEW

With **Human Resource Management**: Executive Compensation and Strategic Behavior: The Role of Compensation and Efficacy in Influencing Strategic Risk. *With Professors Luis Gomez-Mejia, Marianna Makri (University of Miami) & Nathan Washburn (Thunderbird School of Management)*

## WORKING PAPERS

1. Collaboration of Deviant Shareholders and Executives: Shareholder Opportunism and the Behavioral Agency Model  
*With Professor Luis Gomez-Mejia & Robert Wiseman*
2. Going Short or Long: The Behavioral Agency Model and Temporal Orientation

*With Professor Luis Gomez-Mejia & Robert Wiseman*

3. Playing Offense and Defense: The Role of Directorate Interlocks When Confronting Uncertainty  
*With Professors Remzi Gozubuyuk & Manuel Becerra (both IE Business School)*
4. Family Firms as Dominant Shareholders and Earnings Management: Socioemotional Wealth and the Agency Problem in Family Firms  
*With Professor Luis Gomez-Mejia and Joanna Campbell (PhD Candidate, Texas A&M)*
5. Family Firms and Stakeholder Management: Management & Shareholder Proposals and Preservation of Socioemotional Wealth  
*With Professors Luis Gomez-Mejia and Marianna Makri (University of Miami)*
6. Dynamic Management of CEO Risk Incentives  
*With Professor Luis Gomez-Mejia & Robert Wiseman*

## CONFERENCE PRESENTATIONS

### **Academy of Management Conferences, Montreal 2010, San Antonio 2011 & Boston 2012:**

1. Strategic Implications of CEO Compensation Design: Re-visiting the Behavioral Agency Model  
*(Submitted as Sole Author, now with Luis Gomez-Mejia and Robert Wiseman accepted by AMJ)*
2. The Rise and Fall of a Banking Giant: Risk Taking and Environmental Scanning at UBS Bank  
*(Submitted as Sole Author)*
3. Leading CEOs into Temptation: CEO Compensation Design and Earnings Management  
*(With Professor Luis Gomez-Mejia and Professor Robert Wiseman)*
4. Social Networks and Firm Risk *(With Professor Remzi Gozubuyuk & Professor Manuel Becerra)*
5. Ethics of Executive Compensation *(With Professor Luis Gomez-Mejia, invited **Symposium Presentation** for Boston AOM Conference, 2012)*

### **Strategic Management Society Conference, Miami 2011 & Prague 2012:**

1. Firm Vulnerability to the Global Financial Crisis: Re-Visiting the Risk-Return Relationship  
*(With Professor Manuel Becerra)*
2. Good Risk or Bad Risk: The Behavioral Agency Model and The Role of Heed in Executive Risk Taking  
*(With Professor Luis Gomez-Mejia and Professor Robert Wiseman)*
3. Leading CEOs into Temptation: CEO Compensation Design and Earnings Management  
*(With Professor Luis Gomez-Mejia and Professor Robert Wiseman)*

## TEACHING

**Lecturer** at Madrid Business School (affiliate of International University of Southern Europe):

- Budgeting and Strategic Planning (three times, twice Q2 2010 & Q1 2011);
- Financial Statement Analysis (Q4 2010);
- Cost Volume Profit Analysis (Q1 2011);
- Mathematics of Finance (Q4, 2012).

**Average evaluation grade** for teaching the above MBA courses: **4.5/5**

Twice yearly I present “**The Sustainable Student**” to MBA students at IE Business School, combining my Diploma in Fitness with my experience as an academic, consultant and banker to educate regarding nutrition, fitness, time management and achieving balance in a busy life.

# EMPLOYMENT HISTORY

## **Executive Summary**

I am a qualified Chartered Accountant having trained with Deloitte, Sydney. Subsequently I have worked in risk management roles in Investment Banking (Credit Suisse, London and Singapore) and Retail Banking (Egg Bank, London). After my MBA I worked as Financial Controller (TXU Energy Australia, Melbourne) and a Strategy Consultant (IAMCO, Johannesburg). I have also worked as a team leader, Project Manager and Counsellor for a youth charity in Chile and HIV charity in South Africa.

## **Credit Suisse, London (May 2006 – May 2008)**

### **Position: Senior Vice President – Investment Banking, Operational Risk**

- Operational Risk internal consultant to Investment Bank EMEA Asset Servicing and EMEA Research, advising on operational risk management and mitigation for new business, the IT book of work, KRI analysis, incident analysis and business as usual ad hoc issues.

## **Egg On-line Retail Bank UK (Prudential plc), London (March 2005 – May 2006)**

### **Position: Head of Market Risk Audit**

- Managed internal audit reviews in Treasury and Wholesale credit risk. Reviews have included post implementation review of Asset and Liability Management reporting system (including IAS 39 implementation), Basel 2 and SOX implementation.

## **Travel in South America (November 2004 - February 2005)**

## **IAMCO Consulting, Johannesburg (July 2004 – October 2004)**

### **Position: Associate Strategy Consultant**

- Managed a team of four, researching and analysing the business and corporate strategies of the major beverage and confectionery competitors to Cadbury Schweppes (the client) in South Africa. This culminated in a presentation detailing competitor profitability and strategies.
- Performed economic profitability analysis of individual competitor products and country business units, through product reverse engineering and detailed research

## **TXU Australia, Melbourne (September 2002 – July 2004)**

### **Positions: Financial Controller**

- Managed derivative financial reporting for the Energy Finance Business
- Promoted to Financial Controller of Merchant Energy Business after an initial 4 month period as a Senior Auditor, managing control and operational reviews throughout TXUA.

## **MBA – Melbourne Business School (MBS) (Jan 2001 – June 2002)**

- Awarded the annual **AT Kearney Strategy Scholarship** through winning the strategy case presentation competition.
- Earned additional funding via the **LEK Consulting Fellowship** to attend an exchange semester at the University of Texas, Austin

## **Raleigh International Youth Development Charity, Chile (Sept– Dec 2000)**

### **Position: Team Leader**

- **Project Manager/Team Leader** for the Raleigh Youth Development Charity in the Patagonia region of Chile, where I was responsible for coordinating a group of twelve youths to assist the Chilean Government in saving a species of deer. My primary role was to develop the youth's leadership and team skills, and to manage logistical aspects of the project such as food supply and transport, in what is one of the more remote parts of the world.
- **Team Leader to Prince William** for a three-week period as part of the Chilean Raleigh expedition subsequent to extensive vetting by the British Royal Family in London and Chilean Patagonia. The team in my charge combined the extremes of royalty and Oxbridge graduates, with problem youths directly out of gaol (the latter comprising 25% of the team).

**Credit Suisse First Boston, Singapore (April 1999– July 2000)**

**Position: Product Controller – Asian Derivatives**

- Risk managed and reported the exposures and results for these products. The derivatives in question were swaps and FX forwards. Re-engineered financial modelling techniques (using Excel spreadsheets) to value and report interest rate swaps, forward rate agreements, bonds and currency options to traders and senior management.

**Amvesco GT, Dublin (April – December 1998)**

**Position: Business Analyst / Project Manager**

- Implemented the General Ledger Interface (GLI) and Bank Reconciliation aspects of their new Global Funds Administration System (GFAS).

**Credit Suisse Financial Products, London (July '96 - May '97, September '97 - April '98)**

**Position: Product Accountant for CSFP**

- Managed North American collateral as part of the Collateral Management Unit (CMU), negotiating daily calls with clients such as LTCM, Fannie Mae, Goldman Sachs, Merrill Lynch, Bear Sterns. Liaised regularly with Credit & Legal Departments to resolve disputes.

**Deloitte Touche Tohmatsu, Sydney (February 1993 - March 1996)**

**Position: Client Manager & Consultant**

- Completed my chartered accounting qualification with two years in Audit and one in Management Advisory (MA). The latter was a mixture of Operational Reviews (aimed at improving overall efficiency) and Fraud Control Reviews (improving and implementing client systems & controls).

## **HOBBIES & INTERESTS**

Qualified **Personal Fitness Instructor** (Diploma in Personal Training and Fitness Management)

Obtained proficiency in **Muay Thai** kick-boxing with 6 week live-in at Rawai Gym in Thailand

**Assessor for Raleigh International** at the staff assessment weekends held pre-expedition

**Fitness, Mountain Biking, Tennis, Golf, Music** (Guitar)

Previously (2003-04), part time **Mentor for Juvenile Criminals** with Whitelion Melbourne

## **OTHER ACHIEVEMENTS**

School Captain – Leader of High School Student Body

Dux of School – First in the School, Final Year School Exams

Caltex All-rounder Award – Recognizes Academia, Sport and Leadership

Young Citizen of the Year Award – Cobar Australia Day