

Zinata Welcomes Roddy Martin

Roddy Martin Joins Zinata as a Manufacturing, Operations, and Supply Chain Transformation Thought Leader.

Zinata CEO, Noel Peberdy, has announced that Roddy Martin, Supply Chain Thought Leader from Stellar Strategic Advisory in Boston, MA., will partner with Zinata Inc. Martin joins us from his own company specializing in Supply Chain Management (SCM) Transformation Subject Matter Expertise. Martin' joins Zinata's forces on appropriate SCM and Business Operating and Digital Transformation Model projects and Management Consulting initiatives.

Peberdy commented on the potential value for both parties,

Roddy has been involved with me building and evolving Zinata over time, we work well together. We have worked together for many years - going back to our work we did in Manufacturing Systems and Continuous Improvement at South African Breweries. The combination of all our joint experience, skills, and knowledge offers clients and prospects focused and extremely competitive knowledge. Our collaboration provides customers with Management Consulting project expertise and infrastructure in the end to end supply chain and Operating Model domain.

This exciting opportunity allows Martin to combine his SCM experience from his background at SAB, AMR Research now Gartner, a partnership at Accenture, CCI, Oracle, Kinaxis, Infor, and content with the formidable capabilities and experience embedded within the many extremely experienced Zinata SCM specialists. This includes Noel's experience across the process industries, manufacturing strategy, IT optimization, and continuous improvement. Martin commented that he and Noel combine and work really well together with their deep compilation of SCM, Engineering, IT, and Manufacturing skills – “we both have similar ideas of what good looks like, what it takes to deliver value, and what customer service and value in Management Consulting really looks like, besides just putting in the most fashionable IT system of the month, the question we always ask together from our WCM training is “why” and “why now”, not just “what””!

The resulting synergy offers prospects and clients access to the best of Zinata and Stellar capabilities, models, content and tools; including the translated 5 stage capability and maturity diagnostic models and frameworks that both Martin and Zinata have been involved in developing, diagnosing and using for more successful end to end SCM and Business/Digital Operating Model projects.

Peberdy and the Zinata community are excited to welcome Martin to the team and look forward to the results of this partnership. Welcome aboard Roddy.



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