



**Tom Martin & Associates/TMA**  
*Marketing and Management Consultants*

helping *our* clients...  
to better know *theirs*

## Introduction

Established in 1988, Tom Martin & Associates/TMA are an experienced firm of marketing and management consultants based in Dublin, Ireland, with a track record of successfully carrying out assignments for a wide range of clients both in Ireland and overseas.

## Services

TMA provide consultancy services in the following areas:

- Policy review and evaluation;
- Service provision benchmarking and mapping;
- Sectoral studies;
- Evaluation of support measures;
- Business strategy development and planning;
- Public procurement and reimbursement.

## Clients

TMA have provided consultancy services to a cross-section of clients ranging from international organisations, government agencies and large multinational corporations to family-run businesses, start-up companies and private individuals.

Clients include the following organisations:

- EU Commission;
- OECD;
- United Nations Development Programme;
- Governments and public sector agencies;
- Non-governmental organisations;
- Private sector companies.



Tom Martin & Associates/TMA are a  
registered practice of the Institute of  
Management Consultants and Advisers



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## **Résumé: Tom Martin**

### *Personal details*

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Date of birth: 15th March, 1957  
Nationality: Irish  
Marital status: Married, three children

### *Education*

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Primary degree: Bachelor of Commerce, University College Dublin (1976–79)  
Postgraduate degree: Master of Business Studies, University College Dublin (1982–83)  
Other: Diploma in Applied Finance, Irish Management Institute (1988–89)

### *Professional memberships*

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Certified Management Consultant  
Fellow, Institute of Management Consultants and Advisers  
Member, Marketing Institute of Ireland

### *Career*

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1988–present Principal, Tom Martin & Associates/TMA, Marketing and Management Consultants  
1985–1988 Marketing Manager, Gateaux Limited  
1983–1985 Group Product Manager, Irish Biscuits Limited  
1979–1982 Market researcher, McIver Consulting

### *Other details*

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Member, Small Firms Association  
Founder member, Irish Coalition of Service Industries