

Marty Moynihan

Market and Client Development Leader



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Marty has a great deal of experience helping clients define and design consulting solutions that require a comprehensive change management approach and communication strategies that help leadership and their teams understand, accept and buy into the change process. Marty has a very extensive background in Change Management - specifically the Leadership Enablement space. Three examples of Marty's client solutions are described below -

- A privately held hotel management group wanted to develop service-quality standards for all regional associates. Marty presented a solution based on the CEO's passion for service excellence. It included not branding, defined associate service behaviors, and service leadership development for managers, board members and the executive team. Results included increased revenue per room and guest satisfaction, turnover reduction and conversions of single-guest visits to multiple-guest visits.
- A regional healthcare system needed to shift the focus of 60 human resource generalists from a transaction orientation to a consultative orientation. Marty proposed a 360 assessment, introduction to organizational development, business partnerships and coaching leader's certification system. This plan expanded the roles of the HR generalists to become trusted advisors to their internal SBUs.
- A regional bank with three hundred retail and commercial branches in five states recognized the need to execute an enterprise-wide customer focused culture change. Marty co-led a team of management consulting professionals in the design, development and delivery of ten strategic change initiatives. This successful initiative created a metric-based, profitable culture that rewarded individuals and teams for goal achievement.

When you partner with Marty

Marty develops a collaborative partnership with his clients, listens to their needs and designs and executes projects that deliver measureable results. Contact Marty at 952.250.7508 or mmoynihan@implementationinstitute.org for a complimentary consultation.

Areas of Expertise

- Executing Strategic Change
- Leading Executive Enablement
- Implementing Profitable Customer-Focused Cultures
- Creating Collaborative Market Planning Roadmaps

Professional Experience

- Linkage, Regional Sales Director
- BI Performance, Managing Director, Learning Systems
- Merit Training, Vice President, Consulting Services
- Wilson Learning, Client Executive
- IBM Corporation, Client Executive

Education

Academic

- *Bachelor of Arts in Communications*
Creighton University

Professional Development

- Peter Block – Flawless Consulting
- Achieve Global – Account Development
- Wilson Learning – .Client Development
- Janek Performance Group – Facilitation
- IBM Solution Selling Skills, General Systems University – Management Information Services
- Merit Training – Managing Large Client Development, Master Trainer Certified in 25 Strategy Development, Leadership, Sales & Customer Service Learning Systems