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Roddy Martin | Chief Digital Transformation Officer, TraceLink



Former AMR/Gartner Analyst, Roddy Martin brings more than

36 years of experience in engineering, manufacturing, supply chain, technology, sales and marketing, strategy, and operations consulting to his role. Roddy also has Executive Leadership experience from South African Breweries. He works closely with senior executives from global life sciences, CPG and Hi-Tech companies and has experience with several global clients in End-to-End Supply Chain Strategy, Digital Transformation, Segmentation, and Change Leadership as part of their business transformation initiatives.

Roddy has worked as SVP for SAB Miller, AMR Research/ Gartner, Accenture as partner, CCI, Oracle, Infor, and Kinaxis. He has also worked with leading global companies on

elements of end-to-end Business Operating Model Transformation; P & G, J & J, SAB
Miller, General Mills, Biogen, Schneider, Nestle, and many others.

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