

WHITEHALL GROUP, L.L.C.

Robert T. Martin

martin@whitehallgroupllc.com



Bob Martin joined Whitehall in 2019 after 16+ years as a successful business owner. His privately held company was engaged in the design, specification and installation of custom products. During his tenure as President, Mr. Martin was primarily focused on gross profit margin, cash flow, corporate culture and strategic planning. His oversight resulted in financial metrics consistently above peer group, availability of bank financing sufficient to fund all initiatives and employee turnover of less than 5% annually. Bob negotiated the initial buyout of the previous company owners, successfully acquired a former competitor and structured a bank financed sale to his existing management team.

Prior to his business ownership, Mr. Martin enjoyed 18 years as a commercial banker in the Southeast Michigan market at both NBD Bank (now Chase Bank) and Standard Federal/ABN AMRO Bank (now Bank of America). He was most recently responsible for a \$800 million middle market portfolio administered by a team of lending officers and associated support staff. Bob and his team consulted with, and provided financial products and services to, dozens of firms located throughout the Midwest.

During a 35 year business career collaborating with C-Suite executives, on critical strategic matters, has provided Bob with a solid understanding of the issues affecting the corporate environment; and makes him uniquely qualified to discuss, advise and help structure financial and managerial plans.

Mr. Martin has a B.S. in Management from Oakland University and a MBA from Wayne State University. He resides in Troy Michigan with his wife of 41 years and has two adult daughters and two grandsons. Bob enjoys spending time “up north”, playing guitar and maintaining physical fitness.