

# Martin L.W. Hall

2860 Pine Street

Napa, CA 94558-5829 USA

Home: (707) 226-2596 Office: (707) 256-3100

Cell: (707) 815-7666 Fax: (707) 581-1781

E-mail: martin@sysval.org

## PERSONAL STATEMENT

My objective is to help organizations and leaders to be more effective. I do this by blending my significant understanding of technology issues with my background and understanding of organizational culture and its impact on people, organizations, and effectiveness.

In the course of this work, I design tools that increase people's access to information, and knowledge through increased and effective communication. I have extensive experience in project management and change management, and am extremely adaptable with new skills and technologies. I enjoy working in multi-disciplinary teams, bringing in specialized expertise as the project requires. I also very much enjoy the Leadership Mentoring that I often engage in.

## SUMMARY OF EXPERIENCES & ACCOMPLISHMENTS

- ✓ Developed tools and process for understanding cultural issues in the merger/acquisition due diligence process, including an analysis technology that pulls values and cultural information from documents.
- ✓ Managed the transition of a set of values measurement tools from PC to Web-based, which increased the ROI of organization, while increasing the speed of delivery of services to clients, and minimizing non-productive impacts of administration.
- ✓ Developed an organizational intervention methodology for measuring culture in organizations that blended technology with organizational development
- ✓ Worked with Global 2000 organizations on issues of organizational culture and values.
- ✓ Experienced in budgeting, personnel, quality control processes, and training and supervision of staff, including the management of both local and virtual teams in the development of technologies and software quality.
- ✓ Written, spoken and researched extensively on technology, knowledge management, management, leadership, systems thinking, values, and intellectual capital.
- ✓ Key strategist for small consulting firm

## EDUCATION

### PH.D IN Management

University of Lincolnshire & Humberside

October 1993 - November 1997

Hull, United Kingdom

Lincoln School of Management, Center for Systems and Information Sciences, Focus in Systems, Organizations and Values. "*Systems Thinking and Human Values: Towards a Practical Organizational Intervention Methodology*".

### MS in Cybernetic Systems

San Jose State University

August 1988 - May 1992

San Jose, California

Emphasis in Organizational Development.

**BA in History**  
Santa Clara University

September 1982 - June 1986  
Santa Clara, California

## **WORK EXPERIENCE**

### **MC Systems Consulting**

February 1990 - Present

*Napa, CA. (707) 257-8158*

#### **Owner, Consultant.**

I operate a consulting company that concentrates on quality and organizational development. Contracts include: producing quality assurance procedures, business development, documentation, system and network management, and sales support. Some related activities have included working on my non-profit, teaching leadership in a MA in Leadership in the Public Sector (Saint Mary's College of California), writing/speaking, working with HT Hall Associates, and Values Technology.

### **Values Technology**

April 1992 – February 2002

*Napa, CA. (800) 745-7783*

#### **CTO, Principal, Strategy, Technology and Business Development.**

A software tools and management consulting firm, where my duties included defining the technical and product vision, quality process, new product design, business development, and original research on systems and values.

### **SunWorld (formerly SunTech Journal), (IDG)**

June 1990 - June 1992

*San Francisco, CA.*

#### **Director, Test Center Senior Editor.**

I designed and built from scratch the SunWorld Test Center, where I oversaw the development of tests and reviews for SunWorld. In addition, I was a technical editor reviewing articles for technical content, as well as reviewing new technologies and operating as an industry analyst, including a regular column. I was integral in the growth, redesign, and transition of the magazine to a monthly publication.

### **Verity, Inc.**

February 1989 - February 1990

*Mountain View, CA.*

#### **Manager, Quality Assurance.**

In charge of testing, direct report to VP of customer service. Made the product release process more effective and quality oriented. My QA duties included creating and executing test suites, projecting resource needs, project management, hiring, debugging problems, setting up manufacturing and shipping processes and quality control, and coordinating beta testing.

### **Frame Technology**

December 1987 - February 1989

*San Jose, CA.*

#### **Manager, Quality Assurance.**

In charge of testing, direct report to VP of engineering. This included creating and executing test suites, projecting resource needs, hiring, debugging problems and coordinating beta testing.

**Sun Microsystems, Inc.**  
Mountain View, CA.

May 1986 - December 1987

**Software Quality Engineer.**

Wrote tests to include window performance, UNIX file system call performance and UNIX command performance. All tests were automated to facilitate regression testing and to introduce a consistent base of testing. I coordinated bug verification efforts for various OS releases.

**TECHNICAL PUBLICATIONS**

Hall, M.L.W. 1992. General Systems Theory and Cybernetics in the Real World: A Handbook for Using Systems Concepts in Organizational Settings, San Jose State University, San Jose, CA.  
Hall, M.L.W.; Haskell, W.; Hurwicz, C.; Lazzeri, M.; and Reali, W. Spring 1990. Organizational Consulting and Systems-Thinking: Project Report Cyb S 295. San Jose State University, San Jose, CA.  
Hall, Martin L.W. "The confusing capitals", Sullivan, P. H. (Eds.) (1998) Profiting From Intellectual Capital: Extracting Value From Innovation. NY: John Wiley & Sons, Inc.  
Newsletter Publishing with PageMaker, Macintosh Edition, Davis, Barry & Hall, 1987.  
Book Review -- Dealing with Complexity, System Practice, (TBP) 1995.  
SunWorld Column (Column -- News|grep -- June 1990-December 1992)  
Workstation News (Column -- Industry Analysis -- January 1993-September 1993  
LanTimes  
WangTimes  
ISSS94 Paper -- Systems and Values: A Practical Approach to Organizational Intervention  
Special Presentation and Panel on Internet and Systems Science at 1994 ISSS Conference  
Chaos 94 -- Discerning Chaos in Organizations: Understanding Chaos and Complexity in Organizations Using Human Values

**PROFESSIONAL ACTIVITIES**

Chair, Napa Community Building Council, United Way Bay Area  
Developed class on work flow and business process engineering, Plexus, 1993  
Associations: ISSS, UKSS, Computer Press Assoc., NODN, BAODN, USENIX, ASVI, ISVI, AND SUG.  
Member, Board of Directors, Values Technology, Santa Cruz, CA  
Former member, Board of Directors, Intersoft Information Systems, Hayward, CA  
Certified level 1 & 2 values technology Ntl workshops -- human interaction lab

**REFERENCES AVAILABLE UPON REQUEST**