

# Martin Hayes

## Strategic Board Advisor & Coach

| President at Robert Bosch SEA 2011 -2023 |

| Chairman EU-ASEAN Business Council (EU-ABC) 2021-2023 |

| Dept Chairman Singapore International Chamber of Commerce (SICC) from 2018 |

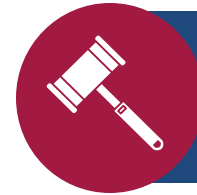
| Board Member of Singaporean-German Chamber of Industry and Commerce 2014 - 2022 |

---



# Passion for Leadership

From his early days in UK, he has worked closely with Cranfield University and Ashridge coaches, developing bespoke self-leadership training and coaching, for both in-house and external companies. Lately he has brought these to SEA to drive change and encourage Fearless Leadership for top level executives. Martin has been a speaker at numerous conferences and high-profile events involving both private and public sectors at the ASEAN level.



## C-LEVEL EXPERIENCE

Martin left Bosch after 18 years in SEA to focus on his career as C-Suite Executive Self Leadership coach and board advisor, based in Singapore, London and Stuttgart.



## NETWORK

Chairman of the EU-ASEAN Business Council (EU-ABC, 2021 - 2023) and one of the founding members since its inauguration in 2014 where he has continually served in board positions. Martin is also serving as the Deputy Chairman of the Singapore International Chamber of Commerce (SICC) since 2018.



## REGIONAL OUTREACH

Martin and his team offer leadership and team training as well as coaching in the Asia-Pacific, UK and Germany on a regular basis. Coaching can be hybrid, leadership and team training must have some in person components to be effective.

# Martin's Life

A semiconductor engineer by trade, Martin joined the Bosch Group in Germany in 1987, and has also worked in the United Kingdom, USA and Thailand across engineering, sales, and management roles prior to arriving in Singapore. Passionate about innovation – he established an innovation hub for Bosch in Singapore working with the Economic Development Board.

Diverse Board/NED's experience : eg Australia's largest automotive friction material manufacturer, Automotive manufacturing, Telecoms and F&B.



If the captain becomes a fearless leader, they get the strength to discover the real journey.



---

Marcla offers tailor-made leadership training , team building programmes and personal and professional coaching for leaders



Contact :

[martin.hayes@marcla.co](mailto:martin.hayes@marcla.co)

Marcla Pte Ltd is a company  
incorporated in Singapore

# Coaching Narrative

Member of the Singapore Leaders Global Network(SLGN )

Established “Fearless Leadership” training and cohorts in SEA

Trained in the Bio-energetics model for personality profiling and coaching.

Life coaching for many C Suite executives.

Power and Politics coach and mentor.

---

Coaching is a path walked together, for effective coaching Martin recommends a minimum of 10 appointments.

Initial one-off ‘getting to know each other’ appointment S\$600 for 90 minutes

Engagement of 10 appointments (in person or virtual) S\$5000