



Martin Hayes

Co Founder and COO MacCla Group: Coaching Connecting Capital
Former President of Bosch Southeast Asia and MD of Bosch Singapore

Martin left Bosch at the end of 2023 after 19 years in SEA to focus on his career as C Suite Executive Self Leadership Coach and Strategic Board Advisor, based in Singapore, London and Germany.

Currently 1st Deputy Chairman of the Singapore International Chamber of Commerce (SICC) and former Chairman of the EU-ASEAN Business Council (EU-ABC) and one of the founding members since its inauguration in 2014 where he has continually served in board positions.

Since his 2011 appointment as President of Bosch in Southeast Asia, as well as Managing Director of Bosch in Singapore he has been responsible for the strategy, growth, and steering of the company's business in the region.

Under Martin's leadership Bosch grew its revenue to record figures and doubled its manpower across Southeast Asia. He expanded the company's geographical footprint and operations in the emerging markets of Indonesia, Vietnam, Cambodia and entered Laos, and Myanmar, thereby extending the company's coverage to nine out of ten ASEAN countries that paved the way forward for Bosch's broad portfolio of products and services into the region. He also spearheaded Bosch's establishment of manufacturing in Vietnam and Indonesia and the company's expansion of manufacturing capabilities in Thailand and Malaysia.

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 EDB.

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 is an active Mentor for the SGLN program and has been a speaker at numerous conferences and high-profile events involving both private and public sectors at the ASEAN level.