

AARON MARTIN

Technology Leader | IT Manager | Head of Technology

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Executive Profile

Senior technology leader with 25+ years' experience in IT and 10+ years in management, leading infrastructure, governance, cloud strategy, and technology operations across insurance, retirement living, media/technology services, and enterprise environments in New Zealand and the United Kingdom. Operates comfortably at executive and board level, translating technology investment into measurable commercial outcomes.

Proven across the full technology leadership remit: budget ownership (up to \$4 million NZD), vendor and contract management, disaster recovery and business continuity, regulatory governance, cybersecurity and risk, and cross-cultural stakeholder management with international parent-company leadership. Equally comfortable in the technical detail — a single infrastructure fix delivered \$96,000 in annual savings with zero capital spend.

Commercial grounding from founding and scaling multiple businesses adds a practical, P&L-aware edge to technology decision-making: every system, vendor contract, and infrastructure investment is assessed against what it actually delivers for the organisation — the hallmark of a technology leader with genuine commercial acumen, not a sales professional with a technical background.

Career Scope

25+ Years in IT (10+ in Leadership)	\$4M Largest Annual IT Budget Managed	\$5M Largest Technology Project Delivered	10+ Largest Direct Team Managed
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- ▶ Managed annual IT and operational budgets of up to \$4 million NZD, including capex planning, vendor contracts, and technology roadmaps
- ▶ Delivered individual technology and infrastructure projects ranging from \$20,000 to \$5 million NZD
- ▶ Led technology, infrastructure, cloud, telecommunications, and digital transformation initiatives across insurance, retirement living, manufacturing, media/technology services, and professional services
- ▶ Operated across New Zealand, the United Kingdom, and international markets (Japan, USA), including direct coordination with overseas parent-company leadership
- ▶ Founded and operated four businesses, bringing direct P&L, budget-ownership, and operational leadership experience into a technology leadership career

Key Career Highlights

- ▶ Delivered the Guidewire Cloud platform migration (up to \$5 million NZD) for Aioi Nissay Dowa Insurance, coordinating directly with Japanese parent-company IT leadership
- ▶ Introduced change management, vendor management, and governance frameworks at Aioi Nissay Dowa Insurance that had previously been absent, improving risk posture and operational control
- ▶ Founded and led a technology and digital services expansion programme at Tandem Studios, launching three new web-based service lines and delivering 250+ customer websites
- ▶ Designed and built Gencom Technology's IT Services division from a blank page to a market-ready commercial offering spanning managed services, cloud, internet, and data connectivity
- ▶ Reduced telecommunications costs by \$8,000+/month (\$96,000+ annualised) at Metlifecare with zero capital outlay, by identifying and resolving a systemic VoIP routing fault
- ▶ Delivered a full-scale enterprise disaster recovery solution at Metlifecare that had stalled for several years, brought to completion on time and on budget
- ▶ Led the design and implementation of a multi-datacentre disaster recovery architecture for a 900-user, 55-server site at Royal London Group (UK)

Core Competencies

Technology Leadership	Operations & Delivery	People & Stakeholders	Commercial Leadership
▶ IT Strategy & Governance ▶ Technology Roadmaps ▶ Digital Transformation ▶ Cloud Strategy & Migration ▶ Cybersecurity & Risk	▶ Infrastructure Management ▶ Business Continuity & DR ▶ Programme & Project Delivery ▶ Service Delivery / ITIL ▶ Vendor & Contract Management	▶ Executive & Board Reporting ▶ International Stakeholder Mgmt ▶ Change Management ▶ Team Leadership & Development ▶ Technology Consulting	▶ Budget & P&L Management ▶ Operational Excellence ▶ Technology Transformation ▶ Professional Services ▶ Business Growth

Technology Leadership Experience

Head of Technology & Digital Services – Tandem Studios | February 2025 – Present

Engaged to lead and expand the technology and digital services capability of an established Auckland media production business, with commercial responsibility for the resulting growth.

- ▶ Founded and led the company's technology services expansion programme, launching three new web-based service offerings from concept through to commercial operation
- ▶ Led the design, development, deployment, and delivery of 250+ customer websites, establishing scalable delivery frameworks, technical standards, and support processes
- ▶ Directed technology strategy for the organisation's online services and customer-facing digital platforms, acting as technology lead for customer digital transformation initiatives
- ▶ Built strategic vendor and technology partnerships supporting cloud-based and digital service delivery, expanding the organisation's digital services portfolio and creating new recurring revenue
- ▶ Deployed and managed technology infrastructure supporting live streaming, online production, hosting, and managed digital delivery services
- ▶ Generated a multi-six-figure increase in company revenue through new technology, web, hosting, and online service offerings

IT Services & Technology Consulting Manager – Gencom Technology Ltd | June 2023 – February 2025

Engaged to build an entirely new IT Services division from the ground up, alongside the existing broadcast technology portfolio.

- ▶ Designed and launched Gencom's IT Services division from a blank page — defining the service catalogue, pricing, vendor relationships, and technical solution design across managed services, cloud, internet, and data connectivity
- ▶ Converted a one-off broadcast equipment sales business into a business with an ongoing managed services income stream, identifying and capitalising on a new recurring-revenue opportunity
- ▶ Built and deployed a new e-commerce platform, improving customer self-service and technical service delivery
- ▶ Introduced internet and data service offerings that allowed the business to compete at enterprise level and win new customer segments
- ▶ Acted as the technical bridge between technology capability and customer outcomes, building solution-led proposals that tied infrastructure investment to measurable business results

IT Manager – Aioi Nissay Dowa Insurance (New Zealand) | September 2021 – February 2023

Appointed to lead the IT function for the New Zealand subsidiary of a major Japanese insurance group, managing a team of five across technology operations, governance, and project delivery.

- ▶ Delivered the Guidewire Cloud implementation — a business-critical platform migration valued at up to \$5 million NZD, coordinated directly with Japanese parent-company IT leadership and multiple third-party vendors

- ▶ Introduced change management, vendor management, and governance frameworks that had previously been absent, improving risk posture and regulatory operational control
- ▶ Insourced previously outsourced PC support functions, improving service quality while reducing ongoing operating costs
- ▶ Enhanced IT reporting, giving leadership clear visibility of technology performance, project status, and risk
- ▶ Managed cross-cultural stakeholder relationships with Japanese parent-company leadership, aligning local technology operations with group strategy

Enterprise Technology Experience

IT Manager – Metlifecare Ltd | March 2010 – December 2013

Managed the IT function for one of New Zealand's largest retirement living and aged care providers — infrastructure, telecommunications, project delivery, budgeting, and vendor management across a geographically distributed estate.

- ▶ Identified a systemic VoIP routing fault and implemented a targeted fix, delivering savings of \$8,000+/month (\$96,000+ annually) with zero capital expenditure
- ▶ Delivered a full-scale enterprise disaster recovery solution that had stalled for several years, brought to completion on time and on budget
- ▶ Managed annual IT budgets of up to \$4 million NZD, including capex planning, vendor contracts, and technology roadmaps, giving the board clear visibility of investment and performance
- ▶ Led SharePoint and BI infrastructure projects, improving management reporting across the organisation

Project Consultant – Royal London Group (United Kingdom) | January 2007 – January 2010

- ▶ Led the design and implementation of a multi-datacentre disaster recovery architecture for a 900-user site across 55 servers, using Veritas Volume Replicator
- ▶ Acted as technical SPOC and de facto project manager, coordinating delivery across internal teams and third-party vendors
- ▶ Administered enterprise VMware ESX environments across test and production clusters supporting business-critical workloads

Senior IT Specialist – Owens Illinois (USA-based Global Manufacturer) | January 2010 – March 2010

- ▶ Led a nationwide telecommunications review and competitive tender across all NZ providers, securing best-in-market commercial terms
- ▶ Managed the complete NZ IT cost centre, including budget oversight and vendor relationships within a globally governed framework

Systems Administrator – Aderant NZ Ltd | March 2004 – December 2006

- ▶ Executed a staged server storage migration from Dell to EMC/Dell SAN hardware with 100% data availability throughout
- ▶ Migrated enterprise backup infrastructure from Arcserve to Backup Exec, improving reliability and DR capability

Operations & Commercial Delivery

Operations Manager – Liverton Ltd | May 2019 – June 2020

- ▶ Managed an active portfolio of technology projects ranging from \$20,000 to \$500,000, delivering on time and on budget with strong customer satisfaction
- ▶ Led migration from legacy systems to a consolidated platform, reducing operational complexity and improving service delivery
- ▶ Developed new business processes and ISP service delivery standards to support sustainable growth

Business Development Manager (Contract) – Impression Real Estate | June 2020 – February 2021

- ▶ Executed new business acquisition campaigns for sales and property management teams, generating pipeline through database marketing and referral management
- ▶ Developed business strategy and growth planning frameworks to support the organisation's expansion targets

Business Ownership & Entrepreneurship

Founded, directed, and personally operated multiple businesses across short-term property management, cleaning services, and technology consulting — building each from the ground up. These ventures provided direct P&L ownership, operational leadership, and technology commercialisation experience that underpins a commercially grounded approach to technology leadership.

Director & Co-Founder – My Hotel Ltd (Short-Term Property Management) | May 2016 – November 2018

- ▶ Founded one of New Zealand's first professionally managed large-scale Airbnb operations, scaling the managed portfolio from 20 to 140+ properties within 12 months
- ▶ Designed and implemented end-to-end booking, automation, and e-commerce systems, cutting accounting and admin overhead by 50%+ while improving owner and guest experience
- ▶ Built and managed a team of up to 10 across operations, cleaning, maintenance, and customer service, establishing performance standards and operational playbooks
- ▶ Generated annual revenue of \$3 million NZD at peak across the managed property portfolio

Director – Premier Cleaning Services | May 2016 – November 2018

- ▶ Founded and grew Premier Cleaning Services to complement the My Hotel property management operation, creating a vertically integrated service model
- ▶ Implemented scheduling and automation systems that materially improved efficiency and reduced cost-per-service

Director & Technology Consultant – Vision Group Ltd | January 2014 – May 2016

Founded a technology consultancy delivering IT infrastructure, cloud, VoIP, and e-commerce solutions to SME clients across Auckland.

- ▶ Designed and deployed a 48-endpoint analogue-to-IP VoIP migration for a retirement village, including FreePBX configuration and gate access integration
- ▶ Played a central role in establishing the Payport payment gateway and shipping platform, including PCI DSS compliance architecture and e-commerce integration
- ▶ Delivered wireless infrastructure, server migrations, and EFTPOS/e-commerce solutions across multiple business clients
- ▶ Grew the consultancy to \$1.2 million NZD in annual revenue at peak

Education & Technical Expertise

Bachelor of Science — Computer Science, University of Auckland (1999)

Microsoft Certified Systems Engineer (MCSE), Microsoft (2000)

Introduction Certificate in Computing (ICC), 1994

- ▶ Cloud: Microsoft Azure · AWS · Hybrid Cloud
- ▶ Virtualisation: VMware ESXi/vCenter · Hyper-V · Citrix XenApp
- ▶ Infrastructure: Windows Server 2016–2022 · Linux · SAN/NAS
- ▶ Business Systems: SQL Server · SharePoint · CRM · E-Commerce
- ▶ BC/DR: Veeam · ShadowProtect · Veritas Volume Replicator
- ▶ Comms: VoIP (3CX, FreePBX) · WAN Design
- ▶ Media & Digital: Live Streaming Infrastructure · Cloud Production Platforms
- ▶ Governance: ITIL-aligned practices · Change Management

Professional references available upon request · Auckland, New Zealand · Open to domestic and international opportunities