



THE  
PERSIMMON  
GROUP

REAL SOLUTIONS. LASTING RESULTS.<sup>SM</sup>

# Martin Piplits

## *Stage Introduction:*

Martin Piplits is The Persimmon Group Speakers' guru on global business and cultural intelligence for reasons far beyond his foreign language fluency. While he is a sophisticated world traveler who fluently speaks three languages, Martin's true basis for his programs is his 20-year track record in successful international business strategies.

Martin held a 16-year career with Hilti Corporation, a world leader in the manufacturing and construction industry, where he developed and implemented marketing and sales strategies for divisions of Hilti in countries such as Hungary and South Korea. He was the VP of Finance for Hilti's European region and also for Hilti Asia, and ultimately was Hilti's CFO in the United States, where he had financial responsibility for budgets nearing \$300 million. Martin has created marketing and sales organizations from scratch with an emphasis on international strategies and has led teams of hundreds on various projects.

Martin now heads The Persimmon Group's Business Consulting Practice. Martin's specialties include turn-around and crisis management and the development and implementation of successful marketing and sales strategies.

Martin was born and educated in Austria and has a wide range of international degrees \_ from Mechanical Engineering to Economics \_ giving him a truly global perspective. Martin also is founder and president of Batinau Design Group, which markets and distributes high-end contemporary European furniture with a recent expansion into 13 U.S. cities. Martin currently resides in Tulsa, Oklahoma with his family.

For more information on these and other programs please contact:

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