

CATHERINE MARTSCH
Consultant

YEARS OF EXPERIENCE: 25 years

IN-HOUSE EXPERIENCE: Banking and finance, FMCG, telecommunications, and IT



CAREER

Catherine Martsch, consultant with KRStrategy (KRS), brings almost 25 years of business transformation and innovation leadership experience to her clients. She has led large-scale strategic initiatives related to IT, marketing, sales, process and operations, product development, and organization design across sectors and geographies, including US, Hong Kong and Australia. In addition, she has a full-range of strategy development and strategy execution experience as a successful business owner in Asia and as a divisional CEO in the banking industry. In all instances, she is known for having a clear vision of the way forward as well as navigating the hard and soft issues that are involved with change.

Catherine has been architecting and implementing major innovation, technical, process and cultural change programs from her first position. She started as a business analyst at ADIA International where she was accountable for designing, building and deploying IT systems rollouts to 150 branches across Australia. She then took her experience and skills to the telecommunications sector where she moved through several senior leadership roles across several functions at Singtel Optus, including marketing and communications, sales and workforce management and finally found her home in strategic programs. A theme in her work there was product innovation, cost cutting, leading large teams through change, and creating environments and structures for collaboration across business units.

Catherine then transitioned to the banking and finance industry at Westpac Banking Corporation where she worked with a divisional business unit executive to ensure strategic alignment across the leadership team, and across and within business units during an extensive 3-year period of organizational innovation, process and systems redesign, organizational restructuring and cultural change. She also was program director of a cross-industry re-engineering and innovation program, and then moved into a divisional CEO role where she conceptualized and implemented the strategic roadmap for this unit that leveraged cross-industry collaboration to combat cyber crime and identity theft and fraud. This work included development of a brand concept, business model, unique systems architecture, processes, legal models, fundraising, and media relations. Catherine worked extensively with key thought leaders in the Australian Government, other Australian and international banks, government agencies and technology companies around the world including Microsoft, Telstra, EDS and Oracle. A strong brand innovator, Catherine left Westpac to establish a successful business in Hong Kong in the retail/FMCG industry.

EDUCATION

Catherine has an MBA from the Australian Graduate School of Management, is completing her master's in Business Law at the University of Sydney, and has a bachelor's from the University of New South Wales.

OTHER ROLES AND INTERESTS

Catherine is passionate about business and career transition advisory and has woven that into her work both in-house and as a consultant for the past 15 years. She also has a specialist interest in the complexities of successfully doing business in Asia.

Contact Catherine at catherinem@krstrategy.com.