



For Contact

Senior Executive Coach

Learner | Achiever | Futuristic | Individualization |
Maximizer |

Profile:

Tony Martin is a Senior Executive Coach and is an associate with 2b Limitless leading work with clients alongside Mick Todd in Australia and New Zealand. He has a background in commercial and public sector leadership roles including positions in Asia, the Middle East and New Zealand.

Tony has a Masters in Business Studies and a Bachelor of Arts, is a Certified Gallup Global Strengths Coach and is accredited by the Association for Coaching and the International Coaching Federation.

Currently the Chief Executive for an intellectual property innovation company in the global horticulture industry Tony also has a portfolio of 1:1 and group coaching clients that he works with as a leadership and performance coach. In addition, Tony delivers work with 2b Limitless in New Zealand, Australia and across Asia centered on creating high performance strengths-based strategy, teams and culture.

The primary focus of Tony's work is revealing true potential through the application of science based tools, practical frameworks, powerful questioning and genuine curiosity. Clifton StrengthsFinder and the Positive Intelligence (PQ) framework are two cornerstone elements of his work.

Tony is also an active contributor in the public speaking domain with business and leadership topics at conferences, seminars and team workshops.



In previous roles, he has led New Zealand's trade promotion activities as Consul General and Trade Commissioner in Vietnam and then as Regional Director for New Zealand Trade & Enterprise across India, the Middle East and Africa.

The journey of personal and professional growth through increased self-awareness and decreased judgement is at the heart of the work Tony does as a business leader and as an executive coach.

Certifications/ Qualifications

- Master of Business Studies (Hons) in International Marketing
- Bachelor of Arts in Politics
- Gallup Global Strengths Coach
- Associate Coach with International Coaching Federation (ICF)
- Accredited Foundation Executive Coach with the Association for Coaching

Industry Experience

- Legal
- Hotels & Hospitality
- Fast Moving Consumer Goods
- Professional Services

Areas of Expertise

- C-Suite Coaching
- Senior Management Team Strategy, Culture & Alignment
- Sales Leadership
- Mental Fitness
- Strengths Based Leadership