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Martin has worked at director level on business sustainability issues in consultancy, leisure, publishing, training, events and research for over 22 years. Prior to this he held in a range of management positions in strategy, research and marketing in gardening, building products, trade exhibitions, financial services and consultancy including Save & Prosper Group, Reed International, Creative Marketing Group and Kiveton Park (Holdings) Ltd. Martin was the launch Director of Greenleaf Publishing, Marketing Director at the Earth Centre, former director of business networks focused on sustainable business, green electronics and eco-innovation. Martin was the founding editor of the Journal of Sustainable Product Design, The Green Management Letter and Greener Management International (GMI) and is presently a member of the Editorial Boards of GMI, International Journals of Sustainable Engineering and Sustainable Design. Martin has been a member of international/national/regional advisory boards covering green electronics, environmental technology, sustainability reporting & sustainable innovation (e.g. for P&G and InterfaceFlor in Europe) . Presently, he sits on the expert boards of the EC Eco-Innovation Observatory and the World Resources Forum. Martin is presently convenor of ISO 14006 (eco-design management systems) and was the previous UK expert to both ISO and BSI groups on ISO TR 14062 (eco-design). Martin is the producer and organiser of the 'Sustainable Innovation' international conference series that is its 16th year. He is a regular international conference speaker and author and editor of various books and publications including Greener Marketing (1992 and 1999), The Green Management Gurus [e-book] (1996), Managing Eco-design (1997), Sustainable Solutions (2001) and System Innovation for Sustainability (2008). Martin has an MBA from Aston Business School (UK) and postgraduate diploma in marketing. Martin attended The Earth Summit in Rio in 1992.