

Martin Baar

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PROFESSIONAL EXPERIENCE

Intys (Brussels, Belgium)

07.2025 - Present

Consultant - Junior Project Analyst

- Conducted strategic and operational diagnostics through SOP reviews, cross-functional analysis and interviews
- Built and delivered actionable tools and process improvements to ensure business continuity
- Developed components of the transformation roadmap, including market segmentation strategy, target operating models, and organizational redesign recommendations

Henkel AG (Düsseldorf, Germany)

03.2023 - 08.2023

Perfect Portfolio Management Intern - Global Customer Excellence

- Coordinated the integration of the 2024 detergent portfolio across 10 countries
- Analysed data, conducted market analysis, and facilitated strategic discussions with top management
- Led meetings, developed the department "Sales Story", and acted as the main contact for consultants

Porsche AG (Weissach, Germany)

09.2022 - 03.2023

Supply Chain Management Intern - Project Taycan

- Led knowledge-sharing meetings, advised on supplier negotiations, and contributed to strategic discussions
- Developed a vehicle-component tracking tool improving value-chain visibility and streamlining cross-team coordination
- Coordinated interactions between R&D, engineers and supply chain teams to ensure smooth operations

SPA Grand-Prix (Spa-Francorchamps, Belgium)

07.2019 - 07.2025

Team Lead & Event Management Team Member - F1

- Led a four-person team during the F1 Belgian Grand Prix, managing inventory, labor planning, and daily operations
- Served in the ticketing team and was first contact person for French, English and German speaking costumers
- Supervised various team coordination at one of the circuit's main entrances

EDUCATION

Master in Strategic Management

09.2023 - 07.2024

Erasmus University, Rotterdam School of Management (RSM), The Netherlands

Bachelor in International Business

09.2019 - 07.2022

Maastricht University, School of Business and Economics (SBE), The Netherlands

Exchange Semester

04.2022 - 07.2022

Ludwig Maximilians Universität München (LMU), Germany

EXTRACURRICULAR ACTIVITIES

STAR - Student Association

09.2023 - 07.2024

Chairman and Treasurer of the Strategic Management Study Club

- Led a three-person team, streamlining task distribution across eleven projects
- Managed €12,000 worth of subsidy, aligning financial planning with team objectives and project timelines
- Fostered strong relationships with students, corporate partners, and faculty to drive collaboration and engagement

Rotterdam Consulting Club (RCC)

09.2023 - 07.2024

Active Member and Member of the Study Trip Committee

- Participated in consultancy workshops with leading firms
- Oversaw and participated in over 20 case training sessions helping students prepare for consulting challenges
- Organised the association's study trip

VOLUNTEERING

Global Reef (Koh-Tao, Thailand)

01.2025 - 03.2025

Research Assistant

- Conducted over 130 surveys including reef health assessments and marine life monitoring
- Assisted in deploying artificial reefs, cleanup dives and planted 200+ corals for restoration
- Assisted in training our AI model for coral species identification

LANGUAGES

- **French:** Native
- **English:** Fluent (C2)
- **German:** Intermediate (B1)

SKILLS

- Microsoft Office proficiency
- Data analytics
- Problem-solving

INTERESTS

- Automotive world
- Sports: Basketball & Diving
- Photography