

## Access to Experts



**Martin Fleming**  
Chief Economist  
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Martin Fleming is IBM's Chief Economist and Vice President, Business Performance Services.

In leading the Business Performance Services team, Martin leads an analytics center of competency focused on improving IBM's business performance and achieving IBM's 2015 financial goals. The Business Performance Services team creates new data sources, applies advanced analytic techniques, deploys new business processes, and drives resource reallocation to achieve increased revenue growth and improved organizational leverage.

As IBM's Chief Economist, Martin provides regular insight and analysis on relevant economic issues to IBM's senior leadership team. Additional responsibilities include providing regular global economic forecasts; publishing economic flash reports to a broad cross-section of IBM managers; promoting a consistent IBM global economic outlook for internal decision making; and engaging with select IBM clients to provide a view of the global economic outlook.

Previously, within IBM Corporate Strategy, Martin led IBM's Smarter Planet strategy development and execution with a focus on energy, climate change, transportation, water and Smarter Cities. Martin has also led IBM's Emerging Business Opportunity program and IBM's Global Sales and Distribution's strategy and planning activities.

Prior to joining IBM, Martin was a Principal Consultant and the technology practice leader at Abt Associates, Cambridge Massachusetts. He was also Vice President, Strategy for Reed-Elsevier, Inc., the Anglo-Dutch information company. Martin began his professional career at the System Dynamics Group, Alfred P. Sloan School of Management, Massachusetts Institute of Technology.

Martin is a member of the New York Association of Business Economists, the National Economists Club and the American Economics Association. Martin has served as a member of the Board of Directors of the National Association of Business Economists April 10, 2011(NABE), chaired the NABE Statistics Committee and the Julius Shiskin Awards Committee. Martin also served as President and held various offices of the Boston Association of Business Economists.

His work has been published in a number of professional journals, such as the Journal of Economic and Social Measurement, Business Economics and American Demographics as well as other general interest publications such as the New York Times and the Wall Street Journal. Martin has testified to various US Congressional committees, including the Joint Economic Committee.

Martin holds a Ph.D. and an M.A. in Economics from Tufts University and a B.S. cum laude in Mathematics from Lowell Technological Institute.

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