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April 20, 2005



## Helping develop focused leaders

By ERICA LAMBERG  
Correspondent

MMI Communication offers clients executive coaching as well as additional resources that support and strengthen their clients' leadership capabilities.

"Leadership is a journey through a complex terrain," says Mike Martorella, president of the Bedminster-based firm. "We are passionate about helping our clients master that terrain. We get enormous satisfaction out of seeing our clients become focused, credible leaders who articulate their vision and achieve their goals."

Martorella said his clients include both small businesses as well as large corporations.

"I tend not to work with medium-sized companies as much because I like to work directly with the decision-makers," he said.

To that end, Martorella said many clients bring him on board to teach leadership strategies and offer executive coaching to senior management or business owners.

"I offer strategies on how an individual can communicate as a leader taking into account the personality of the executive as well as the corporate culture of a company," Martorella said.

Martorella earned a bachelor's degree from Saint Francis University in Loretto, Pa. and a master's degree from the University of Connecticut in Storrs, Conn. Prior to forming MMI, he was vice chairman of Magnet Communications and CEO of ACG Communications, Public Relations and Integrated Marketing both in New York. Martorella also is an adjunct professor in Fairleigh Dickinson University's Silberman College of Business Administration in Madison where he teaches a graduate course on executive communication and leadership.

**MMI COMMUNICATION**

**Address:** 18 Dorset Lane, Bedminster  
**Type of business:** Consulting and executive coaching firm  
**President:** Mike Martorella  
**How long in business:** Four years  
**Number of employees:** Two  
**Telephone number:** (908) 719-4706

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**QUESTION: What factors convinced you to form this business?**



**ANSWER:** Throughout my career, I have helped clients develop creative business solutions. I discovered that success almost always boils down to how the leader -- the person in charge -- acts. It's about that one person -- what that person says and how they say it and what they do. I started MMI Communication because I like to help people dig deeper so that they connect who they are with what they do and how they are perceived. This helps them convey their message and accomplish their goals.



**Q: What is the greatest challenge in operating the business?**

**A:** We are constantly attentive to our clients needs -- and with global, corporate clients there can be "24/7" demand from anywhere in the world -- so it is hard to balance the need for intensive client time with need to carve out time to grow MMI Communication.

**Q: Describe the competition and what sets you apart from it.**

**A:** Many executive coaches will only advise their clients by phone once or twice a month on a narrow range of issues. We provide face-to-face coaching as often as a client needs it and we use a situational coaching approach -- that means our approach evolves based on what's happening "real time" for the client. Often with this approach we end up becoming trusted advisors to our clients.

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