

# James Martin

Channel development director, InterfaceFLOR

■ **Did you get into trouble at school?** I did once kick a football at a teacher who was holding a cup of hot tea! He ended up just holding the handle with a surprised look!

■ **What was your first part-time job?** Paper round at age 13.

■ **What did you spend your first pay cheque on?** My first driving lessons.

■ **What was your first full-time job?** Sales administrator for a sign company in New Cross, London.



■ **What was the best piece of advice you have been given?** Don't arrive with problems; arrive with solutions.

■ **What was your worst business mistake?** Early in my career, putting too much trust in someone who promised and then failed to deliver an important order.

■ **What was your greatest business achievement?** Achieving a record level of UK distributor business for InterfaceFLOR – in terms of sales, profit and volume.

■ **What car do you drive today and what does it say about you?** BMW – It says I like the good things in life but also want good value for money.

■ **If you could have invented any product what would it have been?** The personal computer.

■ **What do you most like about the flooring industry?** It is still very much a people industry where relationships count.

■ **What do you least like about the industry?** Discounted prices; the trend to go for price rather than service, quality and innovation.

■ **Name one change you would make to the industry.** To increase the profile of floorlayers, use the word 'installers' not 'floorlayers' to ensure the industry is recognised as a true profession.

■ **Which company in the flooring industry, other than your own, do you admire?** Amtico. They make products that customers want to buy because they have created a premium brand that customers aspire to owning.

■ **Where should we have a flooring show?** I don't think we should have one at all! The industry is based on personal relationships and therefore the traditional flooring trade show is an expensive luxury.

■ **Which single possession would you rescue if your house caught fire?** My ipod.

■ **Do you have any pets?** Two rabbits.

■ **Do you have any hobbies?** Cycling, fishing and DIY.

■ **How do you relax?** Reading – I have just finished *Gone Tomorrow* by Lee Child.

**Whodunit! James Martin with the victim**

■ **What is your favourite tippie?** I am not a big drinker, but in summer I like a cold beer.

■ **How many times a year do you take a holiday and what is your favourite destination?** Once every two years, we go to Florida.

■ **What is your idea of heaven?** Sitting by the pool in a Florida villa!

■ **What is your idea of hell?** Stuck on The Road To Hell – M25 on a Friday afternoon.

■ **Which one record and book would you take to a desert island?** Police Greatest Hits and Guinness Book of Records.

■ **Who would you like to be stuck in a lift with?** Richard Branson.

■ **If you could be anyone (living or dead, fictional or real) who would it be?** Neil Armstrong.

■ **Choose five words that describe yourself.** Imaginative, innovative, decisive, unassuming, tenacious.

■ **Any regrets?** Wish I had travelled more!

■ **What was your most embarrassing moment?** Probably falling down the footings of my new extension – I fell off a wobbly plank into the mud whilst wearing my suit! – All in full view of the building team!

■ **Any unfulfilled ambitions?** To learn how to fly helicopters.

■ **If you had to choose another career what would it be?** Helicopter pilot! **CFJ**



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