

# DISTINGUISHED ALUMNI AWARD



## MARTIN STRZELECKI

BSc – Economics with Econometrics, Class of 1978  
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Martin started his career in brand consultancy with Bulmers Cider and Holt Lloyd International. He also worked with Levi Strauss as an Inventory and Raw Material Planning Manager for its Northern European Division.

Henri-Lloyd was founded by Martin's father Henri Strzelecki and his financial partner Angus Lloyd in 1963. At that time Henri's vision was to revolutionise the functional waterproof clothing by using the newly invented Bri-Nylon and other state-of-the-art materials worn by sailors and adventurers. The company has received many industry awards and this theme of "success through innovation" and emphasis on maintaining close customer relations is perpetuated by Martin in the company today.

Martin has worked with Henri-Lloyd Limited since 1985. He has served as Operations Director, Joint Managing Director and is currently Joint Chief Executive. With his brother Paul, he has directed and converted the company from a pure manufacturing export business to a multi-faceted brand design service organisation trading under the Henri-Lloyd brand name. This includes manufacturing, warehouse, retail, brand and service facilities throughout the UK, Europe and North America.

Innovation remains at the heart of their business and in recent years they have successfully diversified into men's and women's "lifestyle" clothing and footwear though always staying true to their sea roots. In 2011 they launched a project, HL Music, in association with PRS music, showcasing new music talent and accessing a younger audience through a sub-brand HL Jeans Co. Four times Olympic Gold Medallist and now America's Cup winner Sir Ben Ainslie CBE has collaborated with the company since his early competitive days and is now a Brand Ambassador. They have also worked with many America's Cup yacht crews and Formula One Team Mercedes GP Petronas, and currently they are a partner of Lotus F1 Team and are supporting a boat in the Clipper Round the World race.

Henri-Lloyd is sold over the world in a multi-channel environment encompassing independent retailers, leading department stores and mono brand stores as well as harnessing the power of the web and social media. A very different company to that of 1963 but one that continues to follow its innovative roots.

IN RECOGNITION OF HIS OUTSTANDING  
ACHIEVEMENT AND CONTRIBUTION TO  
FURTHER DEVELOPING AN INNOVATIVE  
RETAIL BUSINESS