

For Immediate Release

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### **Hedra plc appoints dedicated Value for Money Services Director**

With ‘cost efficiency’ at the forefront of the government’s agenda, management consulting and service solutions company, Hedra plc, today announced that it has appointed Martin Malley as Director of Value for Money Services.

In his new role, Martin will be responsible for Hedra’s Value for Money suite of services - a portfolio that includes Hedra’s capabilities in efficiency, effectiveness, cost reduction and embedding “value for money” at the heart of service delivery.

Martin has extensive experience of working with board members and business leaders during periods of intense change to challenge thinking and create sustainable business performance improvement. He also has a significant managerial track record of delivering challenging targets (e.g. increased revenue and reduced costs) combined with a solid commercial background. His experience spans both the public and private sectors.

Martin’s career history includes 10 years in management consultancy at Ernst & Young / Capgemini plc. Most recently, Martin was employed by Hedra plc as an Associate Director to lead Hedra’s successful engagement at Land Registry, assisting and advising the Director of the e-Conveyancing Programme - Land Registry’s re-engineering of the conveyancing process to improve house-buying and selling for the public. In addition to providing programme and change management at Land Registry, Martin oversaw a project to advise the Directing Board on its blueprint for 2012. This work has key strategic importance as it sets the direction for the business change initiatives that will transform Land Registry over the coming six years.

More...

*Martin Malley Appointment/2*

Commenting on his appointment, Martin said: “Having worked as an associate for Hedra, I recognised the values and success of the organisation, so am delighted to have joined as Director of

Value for Money Services. It's an interesting and important time to be focused on value for money. Initiatives following Gershon themes have attracted significant investment and are starting to yield benefits, but with the forthcoming Comprehensive Spending Review in 2007, I believe we are still firmly "on the journey" to fully modernising and transforming public services. I am looking forward to working closely with our clients to ensure that the promise of these initiatives is kept, the benefits are realised and that value-for-money is at the heart of further service transformation."

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## **Notes to Editors**

### **About Hedra plc**

Hedra plc is a management consulting and service solutions company. We are the largest consultancy specialising in the UK public services, with a significant private sector capability. Our clients come from Central Government, Local Government, NHS, Ministry of Defence, Aerospace, Utilities and Energy, and a wide range of public service agencies. Our five service groups include Business Change & Transformation, Customer Services, Corporate Services, Procurement & Supply Chain and Information Management.

[www.hedra.com](http://www.hedra.com)

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