

## Curriculum Vitae

### **Alissa Martin**

Senior Consultant  
Longnecker & Associates

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### **Executive Summary**

Mrs. Martin is a Consulting Analyst in L&A's Houston office. She joined the firm in 2014 and holds her BA in Mathematics from the University of Houston and her MBA from Daniel Webster College. She performs research of corporate financial data and records in order to provide analytic consulting for executive management and board of directors. Mrs. Martin is a member of WorldatWork and Houston Compensation & Benefits.

### **Executive Compensation Consulting Experience**

- Reviewed, analyzed, and designed competitive executive compensation programs including base salary, annual incentives, and long-term incentives.
- Reviewed, analyzed and designed competitive board of director compensation programs.
- Conducted reviews and designed on annual incentive and long-term incentive programs for public and private companies that effectively attract, retain and motivate key talent.
- Conducted strategic governance campaigns to defend against shareholder activism inclusive of proxy battles, Institutional Shareholders, Institutional Shareholder Services ("ISS"), and Glass Lewis.
- Designed compensation programs for companies involved pre-initial public offering & IPO activity.
- Provided consulting services for cases of compensation for prior years service and under-compensation.
- Analyzed comprehensive private salary surveys which included information on base salary, annual incentives, long-term incentives, benefits and perquisites.
- Managed litigation support engagements related to reasonable compensation, bankruptcy, employment contracts, and wrongful death.
- Conducted job evaluation, job analysis and job classification studies for clients in various industries.

### **Awards**

- Texas Monthly Magazine, Best Companies to Work for in Texas in small business division and finished within the top 3 for 2011 – 2014.
- Longnecker and Associates received in 2010, 2011 and 2012 "The Best Places to Work" award by *The Houston Business Journal* and ranked among the Top 10 in companies with less than 100 employees.

### **Education**

Master of Business Administration – Daniel Webster University  
Bachelor of Arts, Mathematics – University of Houston, Houston, Texas

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## Employment

### Present

Consulting Analyst, Longnecker & Associates

### Past

Library Assistant, ITT

Math Tutor, ITT

Adjunct Professor – Developmental Math, Lone Star College

## Professional Affiliations

Ms. Martin is a member of WorldatWork and Houston Compensation & Benefits.

## Certifications and Licenses

Compensation Committee Certified.

## Publications – Articles Authored

“Deal Lawyer SEC Chair Could Mean Changes For Executive Compensation, by Alissa Martin, Brent Longnecker and Liz Mayo, L&A L-Blast, January 2017.

“FLSA and the Regulations”, by Alissa Martin and Liz Mayo, L&A L-Blast, July 2016.

“Say on Director Pay – Is this our Future?”, by Alissa Martin and Kevin Kuschel, L&A L-Blast, March 2016.

“10B5-1 Plans & Stock Ownership Guidelines”, by Brent Longnecker, Alissa Martin and Kevin Kuschel, L&A L-Blast, March 2015.

“ISS and Glass Lewis Continue to Cinch the Purse Strings”, by Josh Henke, Danielle Jiacomini and Alissa Martin, L&A L-Blast, November 2014.