

Martin Briggs' Bio



Over 30 years of experience with Cat dealers, currently as President of RELIANZ, the official Cat dealer for the Colombian mining industry, Martin has been instrumental in positioning the company as the preferred partner for customers seeking comprehensive, high-quality, and reliable solutions. Under his leadership, RELIANZ consistently helps customers achieve their production targets while delivering the lowest Cost Per Ton and/or Hour through strict adherence to global standards and a relentless focus on continuous improvement.

In addition to his role at RELIANZ, Martin is a strategic board member of the Gecolsa Group, where he oversees all mining business activities in Colombia. He plays a pivotal role in promoting and supporting Cat machinery across the country. For nearly a decade, Martin has been a key member of the Group's Executive Management team, with P&L responsibility for a \$500 million portfolio that includes machines, parts, product support, and professional and digital services.

Martin leads a team of +2,000 professionals across various business lines, including product and service operations, business development, commercial activities, sales and service execution, and mine-site operations. His leadership extends to fostering and strengthening relationships with key stakeholders, including customers, employees, Caterpillar, and shareholders.

“ Our sustainable commitment to building a better future with our clients underscores our dedication to balancing ESG management with the economic growth of the regions where we operate. ”