



MARTIN STEENKS

CEO

Domino's Pizza Japan

Martin Steenks joined Domino's Netherlands as a delivery expert in 1997 while still a student. After finishing school, he became a Domino's store manager and was recognized as the Rookie Manager of the Year.

Between 2004 and 2011 Martin worked as a store supervisor, before becoming a franchisee in 2011. He purchased his second store just two months later, before growing his multi-unit franchise business to eight stores. In 2016 and 2017 Martin was awarded Domino's Netherlands Multi-Unit Franchise of the Year, before being recognized in 2017 as one of the best franchisees in Domino's globally, winning the Golden Franny.

In 2019 Martin sold his store network to be appointed Domino's Netherlands Franchise Operations Director. Martin's deep experience in store operations, working in stores, supervising stores, and working alongside franchisees to deliver improved performance, culminated in Domino's Netherlands setting a new market-wide record for fast deliveries. In 2021, the Netherlands set a new record, averaging 17 minutes and 23 seconds (beating the previous record of 19:23).

“Domino’s has always been the delivery expert, Martin said. “We broke records like no other and are the number one delivery company. However, an average delivery time of 20 minutes is not competitive enough. There are more and more suppliers who deliver fast. We want to lower the benchmark and stay ahead of the competition.”

“It’s about creating the right mindset. Believing together that we can break records. We were focused and helped each other and then you make the impossible possible. We have seen that organizing a service week brings a lot. Even after the record week, the average delivery time remained low, it created internal pride and, above all, many satisfied customers.

In September 2021 Martin was appointed DPE’s first CEO of Domino’s Taiwan, before his appointment as CEO of Domino’s Japan in July 2022.