

# **Andrew (Drew)**

## **Marshall**

**CEO/Principal at Primed Associates LLC**

Princeton Junction, NJ, US

Innovation-capable culture creation and performance

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### **Description**

Primary focus is on client work establishing human resources platforms to realize innovative strategies. This work includes designing and implementing project management systems that support the implementation of organizational strategy with our clients. Other areas of focus include: analyzing organizational processes and subsequent change management, designing systems of organizational communication, and facilitating issue resolution that impede innovation and growth.

Previously a Partner and Chief Innovation Officer at Kepner-Tregoe, Inc. and the Past Chair of the PMI Consulting SIG in 2008. Also spent five years in the software industry with Adobe Systems, Inc., holding a variety of positions including: manager of support operations, training and systems manager for North American Customer Services, and senior project manager. Covered support and services in call center and electronic support environments and also included the implementation of SAP and other customer relationship management technologies.

Previous management experience in retail and service industries, and also worked in education and manufacturing.

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### **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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### **Industry Expertise**

Corporate Leadership, Program Development, Talent Management

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### **Topics**

Business Strategy, Organizational Development, Change Management, Innovation Performance, Innovation Culture

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### **Affiliations**

PMI - Project Management Institute, Past Chair of PMI Consulting Specific Interest Group (now, Consulting Community of Practice), SHRM - Society for Human Resources Management, President - Board of Trustees - Princeton Nursery School, PDMA - Product Development and Management Association

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### **Sample Talks**

## **Manufacturing Magic - the hard work of creating an innovation-capable culture**

This presentation, backed by current research in innovation best practices, provides a rapid overview of the different entry points to begin creating an innovation culture. It highlights key concerns, critical decisions, potential problems and the planning necessary to begin the process of making an innovation culture that fits your organization's needs and the value to be obtained. Creating an innovation culture may be hard work, but can you afford not to explore what you might gain?

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## **Past Talks**

### **Manufacturing Magic - Key Note**

Workplace Excellence Conference (ODN Long Island)

### **Pushing a Wet Noodle - there are easier ways to foster innovation in your enterprise**

Workplace Excellence Conference (ODN Long Island)

### **Holding ACEs - Creating the conditions for accountability when everything is new**

Product Camp

### **Good - Sustainability & Innovation**

Project Management Institute - Puget Sound Chapter

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## **Education**

### **Antioch University - Seattle**

MA Whole Systems Design

### **SBHS**

### **University of Western Sydney - Nepean**

Grad. Dip. Ed. English, Drama

### **University of Western Sydney**

BA Arts

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## **Accomplishments**

### **CEO, Principal - Primed Associates, LLC**

Founded a management consulting and leadership development firm focused on helping clients create "innovation-capable" cultures.

Provide advice and counsel to executive teams on how to foster innovation in their organizations.

Creator of strategic alliances to maximize top and bottom-line potential in existing and new markets.

Active in innovation social media, guest blogging at events and client conferences.

Ongoing role.

### **Service Technologies & Operations Manager - Adobe Systems, Inc.**

Improved the application of standardized project management processes reducing the cycle time for completing systems modifications by 50% and incorporated integrated implementation reports to enable better strategic planning.

Elevated support for information technology projects within customer support operations through a systemic cultural shift toward systematic budgeting, approval and communications management with senior executives.

### **Consultant - Kepner-Tregoe, Inc.**

Consulted at the executive level with clients on strategy development, communication planning, customer support processes and systems of organization-wide change management.

Implemented projects incorporating decision-making and process improvements into organizational operations, reducing complexity and creating the foundation for sustainable change through combined organization design, change management, and project management processes. Served over 50 clients, several for over five years.

### **Director of Operations Capability - Kepner-Tregoe, Inc.**

Selected by the CEO to lead the management of company strategy repositioning the company to existing and potential clients with both a new "face of the brand" and new "voice of the brand".

Led the Human Resources function as a key driver to the realization of the strategy. Established clear career progressions, performance systems and revitalized recruiting practices which led to the entire "Careers at KT" section of the [www.kepner-tregoe.com](http://www.kepner-tregoe.com) website being developed under my direction.

### **President, Board of Trustees - Princeton Nursery School**

Leading an all-volunteer Board of Trustees for an 80+ year old nursery school providing over 260 days of primary care and education to economically disadvantaged children in the community.

Provide strategic and operational oversight. Responsible for the financial health of the school and ensuring that it meets and exceeds all mandates and performance requirements.

### **Chief Innovation Officer - Kepner-Tregoe, Inc.**

Drove expansion of strategic target market penetration, growth and innovation for a global boutique management consulting and training firm with over 200 associates. Delivered results for Global 2000 clients.

Created over-arching product development strategies. Member of the Executive Leadership Team responsible for the ongoing strategic leadership and operational oversight of the business.

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