

# Andrew Mayfield - Strategy and Execution Development



## Andrew Mayfield

Founder – Adaptive Strategy Management  
Affiliated Vice President & former Strategy Practice leader for The North Highland Firm

Adaptive Strategy Management –  
Research & Analytics (ASM-RA.COM)

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## Professional Qualification

- Andy is the founder & owner of Adaptive Strategy Management – Research & Analytics. A firm design to serve both small and large clients in the process of developing strategy and developing a culture of execution leveraging a system of frameworks integrated from Stanford, Harvard, Drucker & the Balanced Scorecard Collaborative.
- Andy is also the affiliated Vice President & former strategy practice leader for the North Highland Firm. He joined North Highland in 1998 and has over 20 years of management and consulting experience.
- Andy has more than 20 years of industry and consulting experience specializing in the area of business performance improvement. His expertise includes strategy development and execution management, business process management, redesign, and improvement, Six Sigma process management, performance measurements system development, balanced scorecard development, business integration, and cost management.
- Andy is a former Senior Executive with AT&T, GE Capital and ADAC Laboratories.
- Andy earned his degree in Electronics and Technology from Missouri Institute of Technology in 1986. Attended M.I.T – Advanced studies on Strategy and Innovation 1986 & Stanford Advanced Studies on Strategy Execution 2014.

## Areas of expertise

### Functional/Process

- Strategy Development
- Organizational Alignment
- Strategy Execution
- Program/Project Management
- Risk & Change Management
- Business Process Management
- Relationship Management

### Industry

- Advanced Medical Imaging
- Healthcare
- Advanced Technologies
- Media & Entertainment
- Financial Services
- Wealth Management
- Telecom

## Relevant project experience

- For a multi-billion dollar media and entertainment company, Andy and his colleagues developed the Next Generation Experiences strategy execution vision and 5 year operational and technology roadmap to focus capital and human resource investments.
- For a \$42B global agronomy company, Andy and his colleagues supported the development and implementation of the incoming CEO's enterprise collaboration initiative to drive synergies, scale, and leverage across a geographically and operationally diverse portfolio of companies and services.
- Through a series of strategic articulation and alignment efforts focused on developing commercial excellence within the sales and marketing organization, Andy supported the leadership team through the design and implemented an ideation incubator for discovery of sales performance and productivity drivers of a ~\$2B pharmaceutical company.
- For a \$1B Nashville based disease management company, Andy and a colleague designed, implemented and managed the leadership team through the strategic planning and alignment of their five year strategy.
- For a local \$24B technology services provider, Andy and his colleagues developed a companywide Business Process Excellence Group design to champion the Total Quality and Process Management strategy corporate wide..
- For a \$2B Washington D.C. based blood services company, Andy and a team of colleagues designed, implemented and managed the leadership team through the strategic planning and alignment of their five year strategy across a highly diversified, distributed organization.