



## Andrew Crisp

Andrew Crisp founded CarringtonCrisp with Mary Lou Carrington in 2003. Since that time the business has worked with more than 150 business schools and universities in 30 countries, providing market research, consultancy, strategy and creative solutions.

CarringtonCrisp is particularly known for its group research projects for business schools, *The Business of Branding*, *GenerationWeb*, *Tomorrow's MBA*, *Tomorrow's Masters* and *Alumni Matters*. Studies focus on student decision making including use of rankings, marketing activity and use of digital tools, as well as school positioning, program provision and innovation, and alumni engagement. CarringtonCrisp also carry out a range of bespoke research, strategy, program and communications projects with clients drawn from around the world, including INSEAD, LUISS Business School, Rotterdam School of Management, Sauder School of Business, Muscat University, UNSW Business School and the University of Canberra.

Andrew has also spoken at industry events organized by the Chartered Association of Business Schools, EFMD, EAIE, the Association of Asia-Pacific Business Schools, AACSB, CEEMAN, the Canadian Federation of Business School Deans, GMAC and others.

Andrew has considerable research and communication experience having worked in a branding agency, as the employment correspondent for the newspaper *The European* and as marketing director for an internet business. He has also worked in corporate communications where projects included developing advertising campaigns for Andersen Consulting and Citibank, producing newsletters for Johnson & Johnson and the rebrand of London Business School.