



MARJANNE PEARSON

Recognized as an industry pioneer, Marjanne Pearson has the ability to ask questions that should be on the agenda of every design firm. She is the founder of a consulting practice that focuses on strategies for organizational success and sustainability. Her clients are a remarkable constellation of design firms that include signature designers, emergent practices, regional powerhouses, and corporate giants.

Marjanne began her career in the design industry more than 35 years ago, working first in administrative and management positions for seminal design firms in San Francisco, and later achieving the position of partner in an architectural firm that had grown from 15 to 85 people over a five-year period. She subsequently joined The Coxe Group as a consultant, applying the expertise that she had developed working within design practices; and in 1987, she established Marjanne Pearson Associates with Frank O. Gehry as her first client.

In 1993, she joined with Nancy Egan and Paul Nakazawa to form a strategic alliance that specializes in working with the leadership of talent-based organizations to develop strategies for integrated decision-making. Marjanne's work explores issues of professional practice with an emphasis on talent and organizational strategies that enable growth and development within the context of competitive advantage. She has particular expertise and experience with architecture, interior design, landscape architecture, and urban design practices.

Marjanne is a frequent panelist and workshop leader for the American Institute of Architects (AIA) at the local, state, and national levels, the Society of Marketing Professional Services (SMPS), and the Society of Design Administration (SDA). Her next speaking engagement will be as a panelist at the SMPS Build Business Conference in August 2008 — *Navigating Uncertain Times: An Executive Briefing on What to Do Now*.

Her teaching experience includes *The Talent-Driven Firm: Building a Competitive Advantage*, presented for nine years as part of the Executive Education Program at Harvard's Graduate School of Design. She has also led seminars at the GSD, the University of California at Berkeley, and the Southern California Institute of Architecture (SCI-Arc). She is the author of numerous articles that have appeared in the *AIA Practice Management Digest*, *Contract*, and *SMPS Marketer*, including the recently published *Mapping the New World of Professional Practice*, written in collaboration with Nancy Egan.

Marjanne attended San Francisco State University, where she received her Bachelor's Degree in English with an individual program focused on linguistics. Although she originally intended to teach elementary school, she found her true calling in training and development, working with leaders of professional design firms.