

CMO Academy Instructor Bio



Through a 25-year career of global, strategic and operational roles, **ANDREW TALLIAN** has established and operated winning marketing organizations and assets. As founder and President of MarketFrames Group, Andrew led the development of the Marketing Network Architecture model for high velocity marketing organizations, using this “network” point-of-view to dramatically improve marketing results for Fortune 500 companies. In 17 years with Hewlett Packard, Andrew served as Chairman, HP Marketing Council; Vice President Marketing, Consumer Business and Imaging & Printing Americas. Andrew holds a B.S. from M.I.T., an MBA from The Wharton School, and an M.S. from The University of Pennsylvania.