



**Andrew McCarthy**

IE Professor, Creative Director and Design Thinker

**Andrew Peter Wallace McCarthy** is a designer, consultant, facilitator, serial entrepreneur, innovation catalyst, and educator. He studied philosophy, political science, history of science and mathematics before delving into the art and design world by becoming a creative director... as one does.

Andrew has worked in his native New York and internationally as an art and creative director in multinationals, providing advice to corporations on creativity, strategy, innovation processes, user experience, and design. He teaches design management, visual communications, creativity, and entrepreneurship as an Associate Professor at the Instituto de Empresa in Madrid and collaborates on educational ventures with TeamLabs/, Impact Hub, Teamlabs, and Studio Banana.

Andrew is an innovation, design, and user advocacy officer within various companies, as well as a mentor and advisor to a number of startups, encouraging groups and individuals to err on the side of action.. His professional interests also include Lean and Agile methodologies, but he is most interested in using whatever practices work.

Andrew practices improv and plays music. He speaks and moderates at conferences and his voice has been featured in ads and audiobooks.