Drew Michaels

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SUMMARY

Delivery leader for global creative and digital work. I run a $75M book of business across 50+ client engagements, lead a team of 15 delivery professionals, and build the systems that help teams and accounts grow: account tiering, development and promotion, operating rhythms, and AI in creative delivery. Before delivery I spent four years in product marketing at Amazon, so I know what it's like to be the client.

EXPERIENCE

One North (a TEKsystems company) — Seattle, WA

Associate Director of Delivery (Director of Delivery from January 2027) — Jan 2026 – Present

- Own a $75M book of business across 50+ client engagements; senior point of contact on Tier 1 accounts, guiding client leaders and selling in new services alongside Sales.
- Designed and rolled out a three-tier account model across 50+ engagements. Now adopted: more Sales opportunities are opening, and right-sizing select accounts from Tier 2 to Tier 3 has protected margin.
- Built an evidence-based development and promotion system. Since January 2025: 25 people on active development plans, 15 promotions, 12 moved into next-level scope, 100% team retention.
- Lead the AI-enabled creative studio offering: service model, human-led and AI-assisted production pathways, and the assessment-to-pilot journey.

Leader of Delivery — Feb 2025 – Jan 2026

- Led 15 engagement and program managers; senior point of contact for 20 engagements across a $20M book, driving renewals and new opportunities.
- Directed an overhaul of financial management, forecasting and senior stakeholder reporting.
- Developed client delivery strategies across marketing, creative, UX and project management.

Sr. Operations Manager, Agency Creative Studios — Aug 2022 – Feb 2025

- Led engagement managers across the Amazon digital portfolio: 9 engagements and 70 consultants.
- Co-built an organizational RACI covering 60+ focus areas so every lead knew what they owned.
- Standardized monthly and quarterly reporting templates and trained PMs to use them, leading to more strategic, trust-building client conversations.
- Launched a quarterly consultant satisfaction survey and an OKR dashboard to track the impact of operations initiatives.

Sr. Program Manager — May 2021 – Aug 2022

- Hired and stood up a team of creative, engineering and production specialists that built most of the end-user experience for a new Amazon device.
- Cut new-consultant start time from 1.5 weeks to 2 days with an end-to-end onboarding process.
- Reduced excess spend 15% by matching budget and capacity to the client's needs.

Amazon — Seattle, WA

Product Marketing Manager: Appstore, Fire TV, Kids+, Private Brands — Aug 2017 – May 2021

- Grew Appstore engagement KPIs 52% year over year; launch strategy for Amazon's first tablet news app lifted content hours 13% in week one.
- Grew social casino app revenue 14% in FY18 as head of casino marketing.
- Launched two private brands, bringing 1,300+ products to market in one month; homepage placement drove a 101% week-over-week lift in attributed revenue.
- Launched Amazon Devices' first gaming charity tournament with Fire TV, Fire Tablet and Extra Life.

Rational Interaction

Seattle, WA

Marketing Strategist → Marketing Team Lead Mar 2015 – Aug 2017

- Built a global B2B go-to-market program for the Microsoft Partner Network: lead goals beaten by 253%, qualified conversion up from 9% to 22% in 12 weeks.
- Led a team of digital marketing specialists and helped grow the business from $9M to $14M.

Earlier

Affirma Consulting, Marketing Manager & Digital Marketing Strategist (2013–2015) · Fabric Worldwide, Client Services Engineer (2010–2013)

EDUCATION & CERTIFICATIONS

BS, Communication & Business, Southern Oregon University · Italian language study, Università per Stranieri di Siena Generative AI for Leaders, Vanderbilt University (2025) · Introduction to Generative AI, Coursera (2024) · Google Ads certified

STRENGTHS

Delivery leadership · P&L, forecasting and reporting · Account governance and growth · Managed and co-managed services · Team development and promotion · AI in creative operations