



ANDREW N. BELL

Vice President, International – CPP, Inc.

Andrew's career has had four distinct phases;

- **Unilever:** Joined as a graduate trainee in 1979 and had a wide range of HR roles based in the UK, China [1994-1997] and Singapore [1998-2002]. In Singapore Andrew was the SVP Human Resources, East Asia Pacific, a US\$ 4 billion division employing 14,000 people across the Asia Pacific region.
- **Sabbatical:** In 2002 he left Unilever and took a one year sabbatical, during which he traveled extensively in Asia and Africa and prepared for setting up his own company.
- **Hemisphere Consulting:** In 2003 he set up Hemisphere Consulting in Singapore, providing services in the area of *PeopleStrategiesForBusiness™*. Services included HR consulting, executive coaching, leadership development and psychometric instruments.
In 2004 Hemisphere became the sole distributors in Singapore of the CPP, Inc. range of psychometric instruments, including the MBTI®, FIRO®, CPI 260®, Strong Interest Inventory® and TKI Conflict Mode tools. Distribution was extended to Malaysia and Brunei in 2008 and Indonesia in 2009.
In 2010 CPP, Inc. acquired from Andrew the three companies; Hemisphere Consulting Pte Ltd, Hemisphere Consulting [Malaysia] Sdn Bhd and Hemisphere Consulting [Indonesia] Pte Ltd.
- **CPP, Inc.** Upon the acquisition of Hemisphere Consulting in 2010, Andrew was appointed Vice President, International of CPP, Inc. In that capacity he is responsible for the operations and development of all CPP business outside of the USA. He is now based at CPP, Inc. headquarters in Mountain View, California but travels extensively and continues to deliver consulting, executive coaching and development programs for clients, particularly in Asia.

Andrew graduated with an LLB degree in Law & Politics from Birmingham University [UK] in 1979. He is a Chartered Fellow of the Chartered Institute of Personnel & Development [UK] and other professional responsibilities include;

- **The Conference Board:** On behalf of The Conference Board, Andrew's responsibilities include;
 - Author:
 - Leadership Development in Asia Pacific, Identifying & Developing Leaders for Growth*, 2006
 - Redefining the Employee Value Proposition New Developments in Asia Pacific*, 2005
 - Program Director:
 - Asia Pacific H.R. Council; 2004 - 2011
 - Diversity & Work:Life Strategy Council, Asia Pacific; 2007 - 2011
 - Emerging Markets H.R. Council; 2010 onward