Tim Powell is president and founder of The Knowledge Agency®, a boutique management research and consulting firm focused on strategic analytics and knowledge strategy. His “value of knowledge” lectures, workshops, and clinics have been enthusiastically received by audiences worldwide.

Tim’s professional experience encompasses enterprise strategy, intellectual property security, competitive intelligence, knowledge management, service design and development, marketing and market research, and financial modeling and forecasting. “I am especially interested in the impact of knowledge, brands, and other intangible assets on enterprise performance, competitiveness, and value - a theme that forms the foundation of my consulting practice and that I explore in my blog Competing in the Knowledge Economy.”


Prior to entering private practice, Tim worked in client services and firm management capacities with PwC, Opinion Research Corporation, and KPMG. In a consulting career spanning four decades, he has served over 100 client organizations – among them Abbott Laboratories, Altria, American Express, CIT, Ecopetrol, General Electric, Highmark BCBS, McGraw-Hill, Petrobras, Revlon, Sony, the State of New York, Travelers, the US Navy, John Wiley, and Xerox – as well as smaller firms and startups, where he has held Board responsibilities. Prior to his business career, he served as a research psychologist with nonprofits and as a financial and operations analyst with public sector organizations.

Tim serves on the graduate faculty of Columbia University, and was previously on the graduate faculty at the Palmer School of Library and Information Science. He has lectured at BU Questrom, the Columbia Business School, NYU Stern, Rensselaer at Hartford, Rutgers, and the Yale School of Management, as well as many industry and professional events.

Tim loves his work – but when he’s not working, he enjoys playing and writing music, shooting photographs, hiking, volunteering and mentoring, practicing yoga, and playing with his grandsons.

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Publications by Timothy Powell

Research Report

- Brand Equity Risk: Challenges in the Digital Marketing Era
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