



4xi

Global Consulting & Solutions
Inspiring a brighter future, together



Executive Biography



Andrew Barker
Culture Change Consultant

Andrew, who goes by Andy, is a Culture and Performance Strategist who is also known as a Human Systems Architect.

He helps leaders and teams see culture not as a poster, but as a performance system. Over the last two decades, he has worked across infrastructure, energy, engineering, hospitality, and manufacturing, from global boardrooms to front-line teams in some of the world's most high-risk environments. Andy's focus has always been the same: help powerful people use their power to help those with none by designing systems, tools, and experiences that make people feel seen, heard, and valued.

Andy has led award-winning transformations across diverse industries, countries, and continents. He also has experience shifting cultures from adversarial to collaborative, eliminating fatalities, and delivering double-digit business improvements. Andy's experience includes advising CEOs, redefining talent systems, and developing strategic tools that align values, leadership behaviors, and organizational performance, whilst helping maximize value from internal and external suppliers.

As 4xi's Culture Change Consultant, Andy supports clients through diagnostics, workshops, story strategies, leadership nudges, and capability-building with the focus on turning trust and belonging into hard performance outcomes. Andy has the unique ability to get clients to rethink their metrics, shifting from tracking activity to maximize influence to enabling impact, helping teams align on purpose and make contribution visible across silos.

By combining behavioral science, systems thinking, and lived frontline experience to help businesses grow through people, Andy truly makes a difference from the clients he works with.

Client Engagements:

Andy supports 4xi's clients in tackling complex culture challenges: bridging leadership, operations, and human systems to unlock performance through trust, collaboration, and shared purpose. He brings deep expertise in organizational psychology, human performance, and values-driven strategy to help organizations transform from within.



**TEAM
COLLABORATION**



PERFORMANCE



CULTURE



HUMAN SYSTEMS



GLOBAL IMPACT

